

# Find Your Flow



## Brain Health

Interest in cognitive and brain health is on the rise, with Google searches increasing by 13% annually since 2019. Alongside this trend, adaptogens and functional mushrooms have become amongst the fastest-growing ingredients in global product launches

### Growth and Where to Watch

Many cognitive health products utilize ingredients like B Vitamins, Zinc, and Magnesium, which have approved health claims supporting brain function. As the demand for cognitive support grows, products with proven efficacy will continue to capture consumer trust and attention.

### Flavours Growing

Tropical fruit flavours are gaining traction, with 44% of consumers favouring them in cognitive products, especially watermelon (31%). Additionally, minty profiles are perceived positively, evoking feelings of refreshment, calmness, and mental stimulation, aligning with the goals of cognitive health products.

**Adaptogens & functional mushrooms are the fastest growing ingredient types in global product launches, however most do not have any associated claims**

% CAGR of Product Launches (2019-2023)

