



Euromonitor
International

The Evolution of the Mental Health Landscape in Consumer Health

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Key findings

AN EPIDEMIC OF STRESS

Sources behind the epidemic of stress

Consumers' stress baseline is high; women are more stressed than men

Younger consumers report pronounced effects from stress and anxiety

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Younger consumers more active in reducing stress

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Consumers rate vitamins and dietary supplements highly when addressing mental health

Mood/Relaxing positioned supplements seeing surging growth since COVID-19

Mental health supplements are niche in most markets; global sales led by US and China

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Consumer segmentation: Needs of consumers facing high/extreme stress, 30-44

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Benefit blends dominate the marketplace for mental health supplements

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What to focus on to prepare for the next evolution of mental health products

Key takeaways

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