



Market Trend 101:

Consumers Want to Stay Sharp: Brands Need to Catch Up

Turning wellness trends into lasting health through smart, informed choices.



Cognitive Health in Malaysia & Singapore

2025–2030 Snapshot

Why cognitive health supplements are gaining traction in two fast-ageing markets.



Malaysia

9.8%

of adults aged 60+ are living with dementia (NHMS 2025)



Malaysia

15.3%

of the population is expected to be aged 60+ by 2030 (about 5.8 million people)



Malaysia

14.7%

of older adults are ageing well, highlighting room for preventive wellness support



Singapore

1 in 11

adults aged 60+ live with dementia



Singapore

152,000

projected people living with dementia by 2030, up from 74,000 in 2023



Singapore

23.9%

of citizens will be aged 65+ by 2030, up from 20.7% in 2025

What this means for supplement brands



Healthy brain ageing



Memory & focus support



Calm mind & daily cognitive wellness

Key Factors Contributing to Cognitive Health Supplements in Malaysia & Singapore

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01. Aging Population & Rising Brain Health Awareness

- More consumers are concerned about **memory, focus, and healthy aging.**
- **Dementia** and **Alzheimer's** awareness is **increasing** among families and caregivers.
- **Preventive wellness** is becoming more important before serious cognitive decline happens.

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02. Busy Lifestyle, Stress & Mental Fatigue

- **Working adults** face **long hours, screen time, and high mental load.**
- Consumers are looking for support in **focus, clarity, and daily productivity.**
- **Brain fog, poor sleep, and stress** are driving **demand for mind-support formulas.**

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03. Shift Toward Preventive & Functional Nutrition

- Consumers want **supplements** that **support long-term brain wellness,** not only basic health.
- Brands can create **products for memory, focus, mood, sleep, and healthy aging.**
- **Functional formats** like **sachets, gummies, capsules,** and drinks make cognitive support more convenient.



The Top 3 Consumer-Driven Trends Shaping the Industry:



1. From Memory Loss to Everyday Mental Clarity

- Consumers now seek daily support for focus, clarity, alertness, and productivity.



2. Healthy Aging Starts with the Brain

- Growing dementia and Alzheimer's awareness is driving demand for memory and long-term brain wellness support.



3. Stress, Sleep & Mood Are Linked to Brain Performance

- Consumers want formulas that support calm focus, mental resilience, sleep quality, and daily recovery.

Insights into Must-Have Ingredients:

Restāke[®]
ADAPTOGENIC BLEND

Restake[®]

- World's first proprietary blend of 5 adaptogenic mushrooms for holistic stress and recovery support.
- Standardized to >30% beta-glucans and total polysaccharides for consistent functional potency.
- Clinically shown to reduce stress by 138.6% vs placebo within 6 weeks.
- NutriSeal™ technology enhances solubility and stability in caffeine-free, stimulant-free formulations.

 **cholife[®]**

Cholife[®]

- Stable, high-quality choline source for brain and nerve health.
- Supports memory, learning, and alertness through acetylcholine production.
- Promotes nerve-to-muscle communication for better neuromuscular function.
- Important building block for healthy cell structure and overall function.

Insights into Must-Have Ingredients:

bluenesse®

Bluenesse®

- Patented lemon balm extract standardized to 6% rosmarinic acid.
- Supports normal stress response with measurable cortisol changes within 1 hour.
- Promotes emotional comfort without stimulant effects.
- Supports cognitive performance, memory, and alertness.



PureQQ®

- FDA-affirmed PQQ for cognitive function support.
- Powerful mitochondrial antioxidant that helps protect cells from free radical damage.
- Supports cellular energy production by promoting ATP generation.
- Enhances memory, cognitive performance, and cellular nutrition.

Insights into Must-Have Ingredients:

cereboost[®] 

Cereboost[®]

- Patented American Ginseng extract standardized for cognitive support.
- Clinically shown to support focus, working memory, and mental performance.
- Supports faster reaction time and sustained attention within hours.
- Caffeine-free support for mood, energy, attention, and memory.

ETAS[®] 

ETAS[®]

- Standardized natural asparagus extract derived from the lower stalk portion.
- SupplySide West 2022 Ingredient Idol winner in the Brain Health category.
- Supports HSP70 production to help the body adapt to stress.
- Helps relieve occasional stress by supporting heart rate variability.



Thank you !



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