

## 2025 Trends Press Release

### Mitsubishi Gas Chemical Reveals Gut Health, Healthy Ageing, and Brain Health Among Top Nutraceutical Trends to Watch in 2025



**New York NY – 17 December 2024** – Mitsubishi Gas Chemical (MGC), a global leader in the nutraceutical industry with over 40 years of expertise, has identified three pivotal trends that will define the industry in 2025: gut health, healthy ageing, and brain health. These areas of focus have been driven by advancements in novel ingredients, regulatory developments, and the growing demand from consumers for high-quality health products tailored to specific needs.

#### **Gut Health: A Foundation for Overall Well-Being**

The role of gut health in the grand scheme of overall health has gained widespread attention in recent years. A balanced gut is essential not only for digestive health but also for supporting immune function, mental well-being, and the prevention of chronic diseases. Consumers are increasingly seeking products that support gut health, leading to a surge in demand for probiotics and prebiotics. According to a Fortune Business Insights market [report](#), the global probiotics market is expected to reach \$95 billion by 2028, with Europe as a leading region for innovation and product launches. This trend is expected to continue as awareness of the connection between gut and cognitive health grows.

#### **Healthy Ageing: A Priority for Europe's Ageing Population**

With Europe's population steadily ageing, maintaining vitality and health into later years has become a significant focus for both consumers and healthcare providers. Healthy ageing encompasses various aspects, including physical mobility, cognitive sharpness, and emotional well-being. Nutraceuticals play a vital role in addressing age-related challenges, from supporting bone density and joint health to enhancing cognitive function and memory retention.

The global market for anti-ageing supplements is expected to experience significant growth, driven by an ageing population and increasing consumer interest in health and wellness. In 2023, the market was valued at approximately USD 4.19 billion and is projected to expand to \$6 billion by 2030, according to a recent [report](#).

### **Brain Health: A Rising Focus in Cognitive Performance**

As mental health and cognitive performance become central to modern lifestyles, the demand for brain health supplements is surging. Consumers are looking for products that enhance focus, memory, and mental clarity, particularly in a fast-paced world where productivity and resilience are key.

While older adults remain a key demographic due to the prevalence of age-related cognitive decline, younger consumers are also driving growth in this category. Millennials, for instance, have increasingly turned to brain health supplements, with 47% [reporting](#) higher supplement use since the COVID-19 pandemic.

MGCPQQ has emerged as a standout ingredient in this space. Supported by over 40 years of research and safety validation by the European Food Safety Authority (EFSA), MGCPQQ supports brain function by enhancing mitochondrial biogenesis and providing potent antioxidant protection to brain cells. Clinical studies have shown that MGCPQQ improves memory, focus, and learning in both younger adults (20-40 years) and older adults (41-65 years), making it an ideal solution for consumers across generations.

“Our longstanding expertise in nutraceuticals enables us to develop scientifically backed solutions that address the evolving needs of consumers,” said Atsushi Sugimoto, Assistant Manager of Mitsubishi Gas Chemical. “MGCPQQ exemplifies our commitment to creating innovative supplement ingredients that support consumer health, particularly in areas like brain health where we're seeing a steady demand for effective solutions.”

### **About Mitsubishi Gas Chemical Co., Inc.**

Mitsubishi Gas Chemical Company, Inc. in Tokyo has been leading the way in the fields of basic chemicals to specialty and advanced materials in the world since 1951. As a pioneer in its research of pyrroloquinoline quinone (PQQ), Mitsubishi has manufactured a safe, all-natural

supplement ingredient that supports cognitive function and mitochondrial biogenesis and is branded as MGCPQQ in Europe, and BioPQQ in North America and Japan. The powerful ingredient is a natural source of PQQ and made through a proprietary fermentation process. MGCPQQ/BioPQQ have multiple certifications and registrations attesting to its safety, efficacy and high-quality standards. For more information, visit [www.mgcpqq.eu](http://www.mgcpqq.eu).

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