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Mood Support and the Rise of Postbiotics in Wellness

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Across Asia, emotional well-being is under growing strain. From sleepless nights to chronic burnout, more people are struggling to keep up with the pressures of modern life. Consumers today are grappling with multiple stressors, from demanding schedules and relentless digital connectivity to the mental fatigue that comes with fast-paced urban living.

Nearly one in three working adults in Asia-Pacific (APAC) report symptoms of burnout and psychological distress, a figure that exceeds the global average[1]. In India, surveys reveal that one in two workers experience burnout[2], while Singapore frequently ranks among the most overworked and sleep-deprived nations in the world[3],[4].

In response, consumers are rethinking how they care for themselves. In many APAC markets, emotional health is regarded as just as important as physical health and this shift is reshaping daily routines, including what people eat and drink. With more than 80 per cent of consumers in the region acknowledging they need to do more to support their mental healthÂ¹, interest is rising in â??mood foodsâ?• â?? products formulated to promote calm, focus, or relaxation through science-backed functional ingredients. This signals a broader redefinition of wellness, and one that goes beyond fitness to embrace the emotional and mental dimensions of modern life.

The Evolving Role of Food in Emotional Self-Care

As consumers prioritise emotional and mental well-being, food and beverage choices are increasingly seen as part of self-care. Recent research shows that 41 per cent of consumers in the region now define good health through the lens of mental well-being, while nearly one in three seek out functional foods and beverages to support emotional balance[5]. This demand is driving interest in formats that feel familiar, comforting, and enjoyable, from calming teas and adaptogen-infused chocolates to functional confectionery and mood-boosting snacks. These â??mood foodsâ?• are rapidly becoming staples in the modern wellness toolkit.

Beyond sensory comfort, consumers are also exploring how food and drink can actively support emotional resilience through physiological pathways, particularly the gut-brain axis â?? the communication network between the gut and central nervous system. The growing understanding of this connection is reshaping how people think about mood regulation, paving the way for science-backed ingredients.

The Rise of Postbiotics in Mood and Mental Well-being

As the â??mood foodâ?• trend evolves, postbiotics are gaining attention as a next-generation solution. Valued for their stability, longer shelf life, and formulation versatility, postbiotics are increasingly being recognised for their potential to support emotional and mental well-being. While many consumers are already familiar with probiotics for digestive health, awareness of postbiotics is rising, driven by growing interest in how gut health can influence mood, stress response, and sleep. Proprietary ADM research shows that consumers now see postbiotics as supporting not only digestive and immune health, but mental well-being too[6].

This shift in perception aligns with ongoing advances in gut microbiome science, which continue to underscore the critical role of the gut-brain axis. Often referred to as our "second brain", the gut plays a powerful role in regulating mood and cognitive function. Scientists are uncovering how microbial metabolites can influence neurotransmitter activity, stress response, and even sleep quality, opening new doors for microbiome-targeted solutions that nurture both body and mind.

ADMâ??s Lactobacillus gasseri CP2305, a heat-inactivated paraprobiotic studied for its effects on gut health, stress reduction, and sleep quality, exemplifies how postbiotics can support mood and mental well-being. Thanks to its formulation flexibility,*L. gasseri* CP2305 can be formulated into both dietary supplements (such as capsules, tablets, and soft-gels) and functional foods and beverages â?? making it well-suited for a wide range of wellness formats. With expertise in both clinical science and sensory formulation, ADM helps brands lead in this emerging space through functional ingredients such as postbiotics and adaptogens, combined with flavour and colour solutions designed to evoke comfort, familiarity, and emotional resonance.

Feeling Good from the Inside-Out

Beyond mood and mental well-being, ingredients like ADMâ??s*L. gasseri* CP2305 are also gaining traction in the â??beauty-from-withinâ?• space, where gut health is increasingly linked to skin vitality. This growing area of interest reflects the expanding definition of holistic wellness, where internal gut health is seen to contribute to outer radiance.

Consumers today are seeking multifunctional, science-backed solutions that support both body and mind. By targeting the interconnected pathways between the gut, brain, and skin, clinically studied postbiotics align with this integrated approach, helping individuals feel and function at their best from the inside out.

In this way, mood foods and microbiome-focused solutions are not just trends but elements of a new wellness paradigm â?? one where emotional balance, physical health, and radiant vitality converge to define what it truly means to be well in the modern world.

[1] https://www.mckinsey.com/featured-insights/future-of-asia/employee-mental-health-and-burnout-in-asia-a-time-to-act

[2] https://economictimes.indiatimes.com/jobs/hr-policies-trends/large-number-of-employees-experience-burnout-due-to-poor-work-life-balance-survey/articleshow/118929424.cms?utm_source=chatgpt.com&from=mdr

[3] https://hr.asia/top-news/singapore/61-of-singaporean-employees-are-burnt-out/

[4] https://www.channelnewsasia.com/today/big-read/sleep-deprivation-health-productivity-risks-4862566

[5] FMCG Gurus, Health & Wellness Trends in APAC 2025

[6] *ADM Outside Voiceâ?*