



MAGNESIUM IN MOTION: CONSUMER DEMAND & CULTURAL SHIFTS

(Data Cuts Q2 2025)

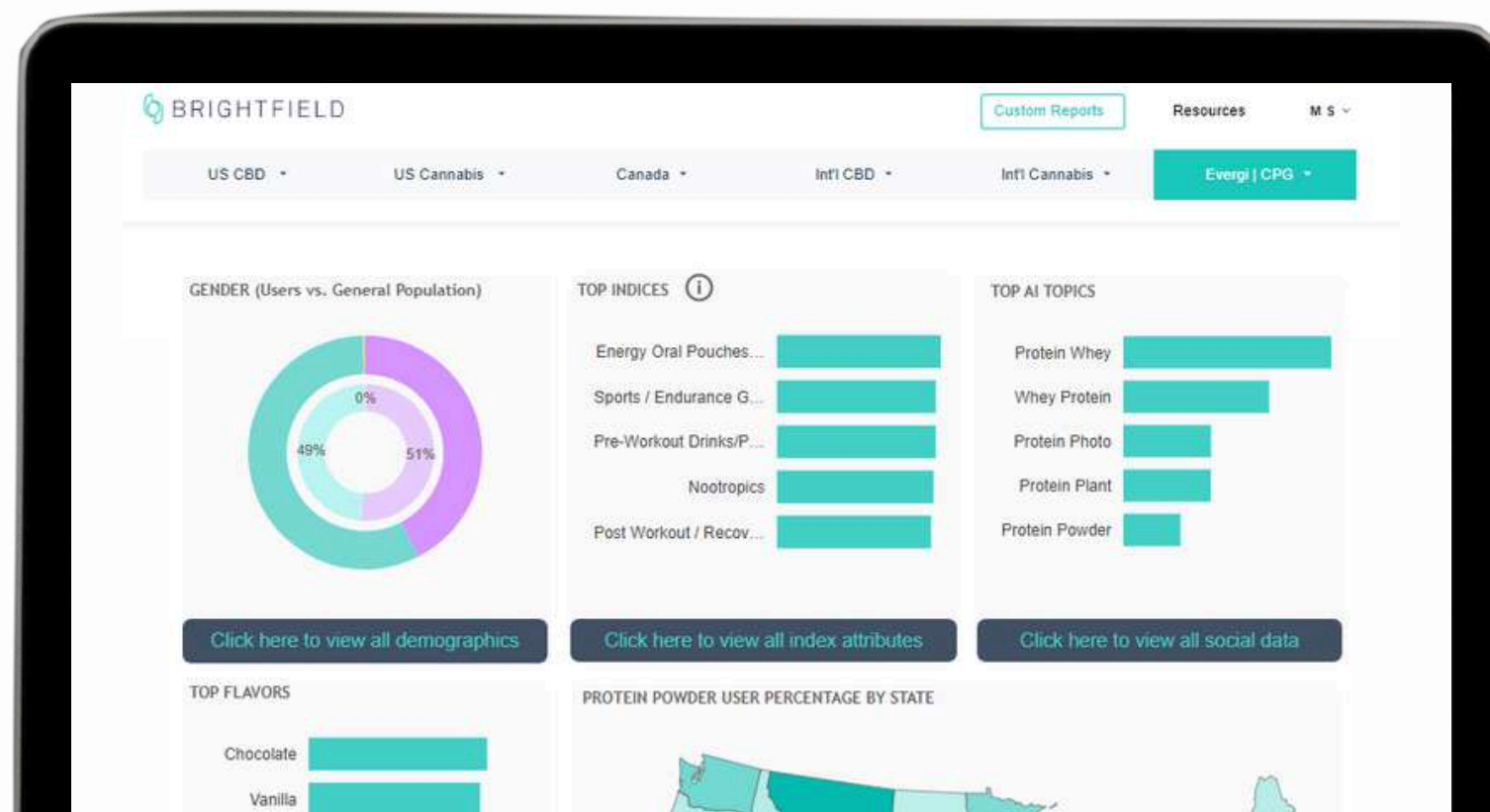
2025



Consumer Insights that Connect

Get unmatched visibility into who your consumers are to drive sales, loyalty and brand awareness.

Brightfield is the best source for actionable consumer insights. We help companies develop successful products that meet customers' ever-evolving needs. Innovators use our data to stay on top of emerging categories using social listening and survey data in a user-friendly platform.



About Us

Brightfield Group is the leading social listening-enabled research firm serving emerging wellness industries.



This is our **FREE** report

This report includes a small fraction of the data and insights in Brightfield's **Consumer Insights for Wellness and CPG brands**.

Brightfield Group consumer insights are integrated with social listening to dive deep into:

- Functional Beverages
- Protein powder and supplements
- Probiotics/Prebiotic Products
- Energy-boosting products
- Cannabis and hemp-derived THC's
- Ready-to-drink coffee
- & so many more categories!

Get in Touch!

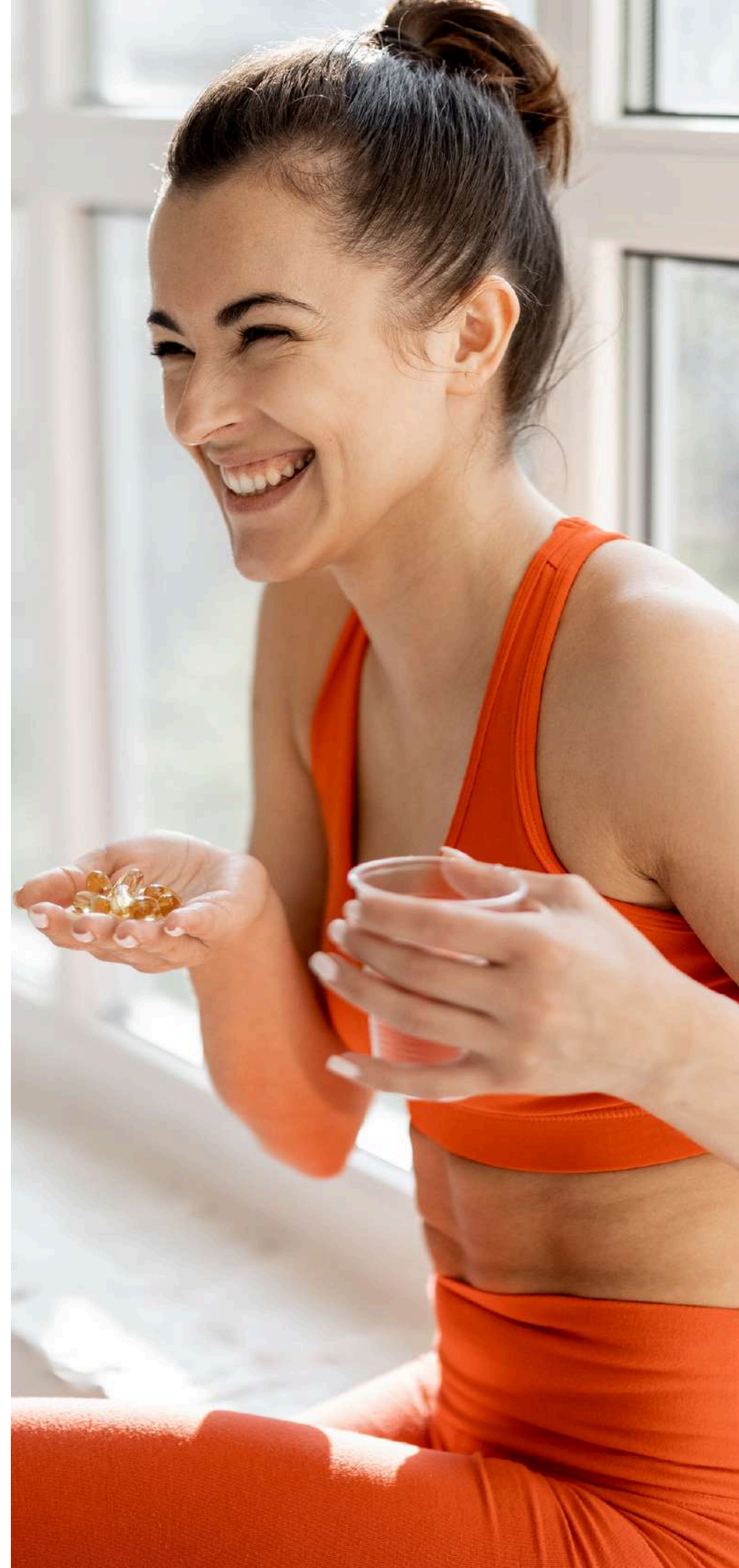
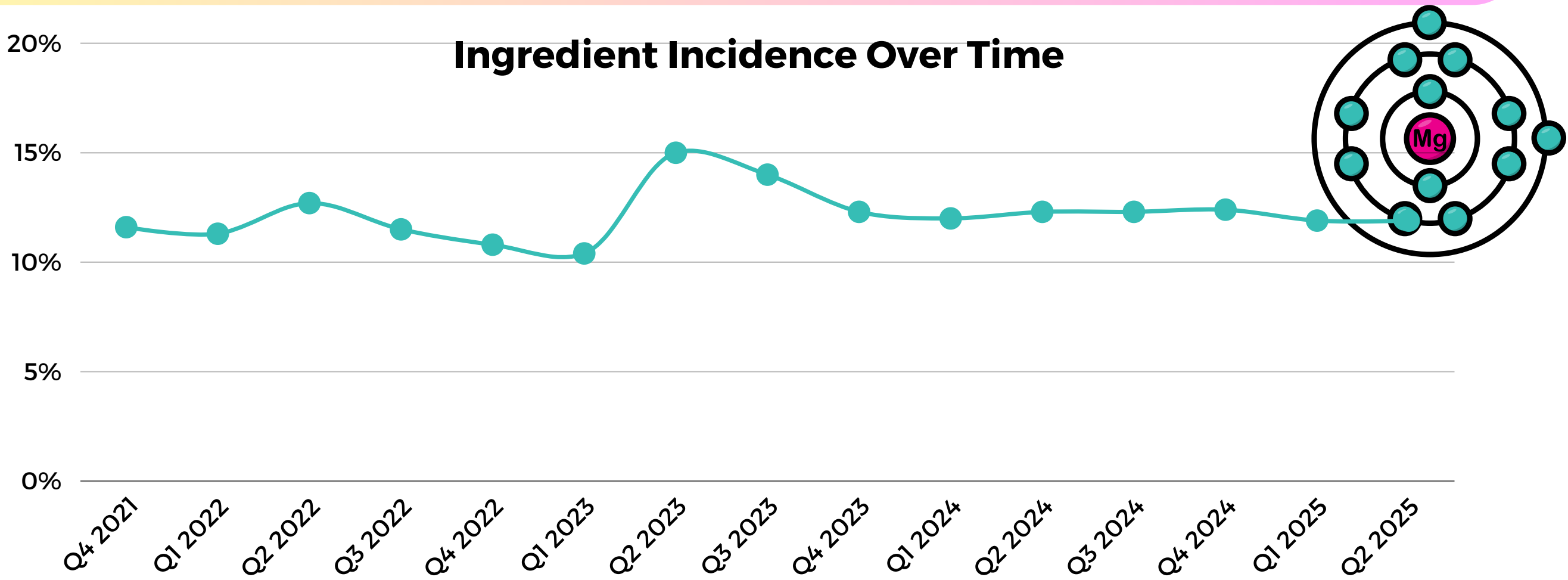


How Brightfield Tracks Magnesium

Magnesium is captured across multiple dimensions in Brightfield Group’s quarterly consumer survey, reflecting its diverse role in wellness routines. Specifically, it appears in:

- Supplements – tracked directly as a vitamin/mineral purchase.
- Beauty supplements – identified in the context of hair, skin, and nail health.
- Alcohol substitutes – where magnesium surfaces alongside sleep and relaxation supplements.
- Functional food & beverage purchases – tracked as part of product formulations.

Beyond the survey, magnesium is also monitored through Brightfield’s social listening tracker, which captures how consumers discuss its role in mood, stress, sleep, cognitive function, and recovery. Together, these sources offer a holistic view of magnesium trends: while incidence remains steady across the general population, social and cultural momentum is climbing.





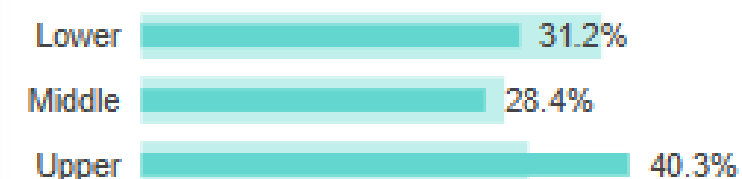
The Magnesium Consumer

11.6% of consumers in Q2 2025 reported purchasing magnesium in the past 3 months. These consumers are more likely to come from upper-income brackets, live in suburbs, and report moderate levels of stress compared to the general population. Baby Boomers make up the largest share of this group, with a majority identifying as female. These individuals also tend to exercise more frequently. Overall, the typical user tends to be a moderately stressed, higher-income, middle-aged suburban dweller with above-average levels of physical activity.

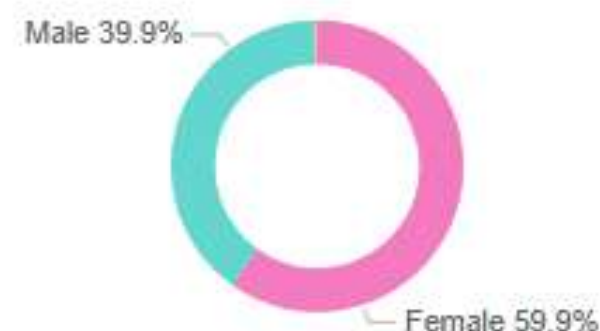


FROM THE PORTAL

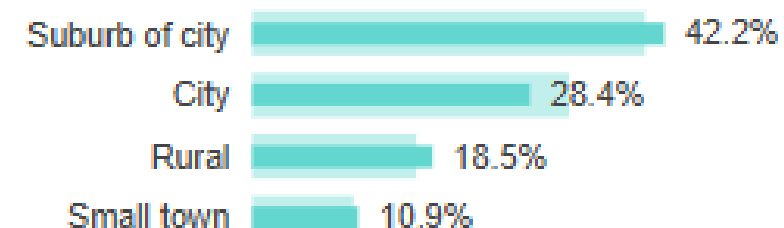
Income Level ⓘ



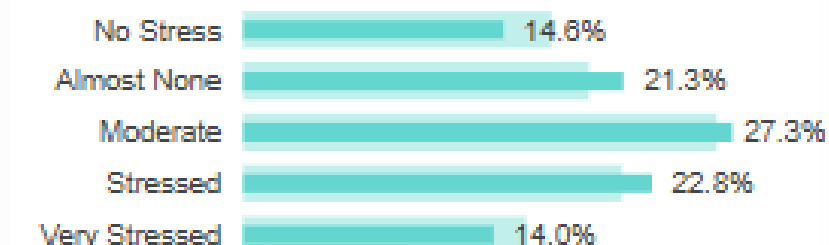
Gender ⓘ



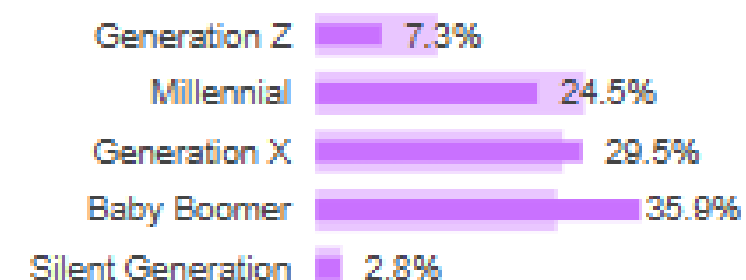
Dwelling ⓘ



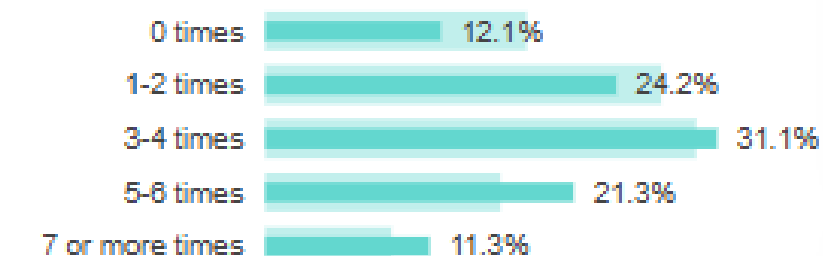
Typical Stress Level ⓘ



Generation ⓘ



Weekly Exercise Frequency ⓘ



The darker bars represent individuals seeking mood management, while the lighter bars represent the general population.

FILTERABLE DATA HELPS YOU FIND THE TRENDS FAST IN BRIGHTFIELD'S WELLNESS CONSUMER INSIGHTS PORTAL

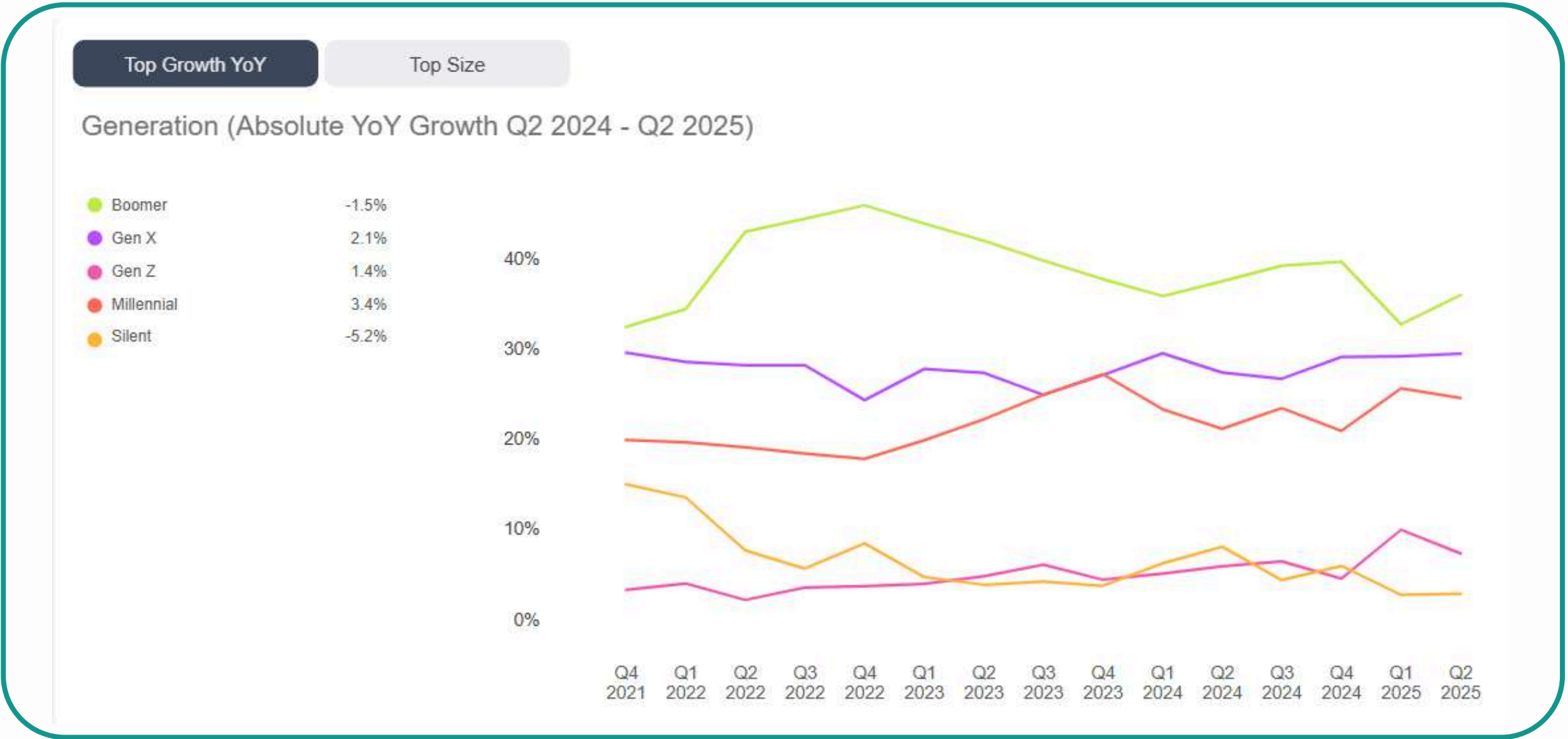


The Evolving Magnesium Consumer

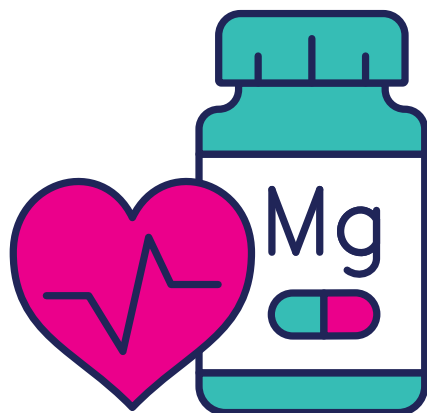
While baby boomers over-index with Magnesium, the category is increasingly attracting younger generations.

- Millennials +3.4% YoY
- Gen X +2.1% YoY
- Gen Z +1.4% YoY

Additionally, the profile of Magnesium consumers is increasingly falling into the “Trendy Enthusiast” and “Wellness Seekers” segments, which are typically segments that participate in early wellness trends signalling that Magnesium has expanded its reach to these more cutting edge communities



Magnesium Notable Snapshots



- Notable over indices with **calcium** (31.7% of users), **high-protein frozen meals**.
- **Top Indexing Ingredients:** Magnesium consumers also engage heavily with **MCT oil**, **collagen**, and **adaptogens** (Lion’s Mane, Rhodiola Rosea).
- **Need States:** Strong alignment with Immunity (214.9), Cognitive Health (178.2), and Functional Health (173.5).
- **Diet Lifestyles:** Overindexes among **intermittent fasting**, **Mediterranean**, **high-fiber**, and **keto** consumers.

A.I. Generated Summary of Recent Magnesium Posts on Social

Magnesium dominates social health discussions for its role in mood, sleep, stress, and cognitive performance. Posts highlight magnesium-rich foods (spinach, almonds, dark chocolate) alongside supplements, often in the context of electrolyte balance and deficiencies tied to processed diets. Consumers link it with immunity, digestive health, and bone strength, while diet overlaps include intermittent fasting, Mediterranean, and high-fiber regimens. The conversation blends science-backed health benefits with clean-label diet trends, reinforcing magnesium as a cornerstone of holistic wellness.

Magnesium Top Indexing

Ingredient Purchase

Most Popular Top Indices Top Trending

MCT (Med Chain Triglyceri...	281.8
Collagen	250.8
Algae or Seaweed	248.2
Lion's Mane	243.0
Zinc	239.1
Rhodiola Rosea	238.5
L-Theanine	238.7
Yerba Mate	235.6
Flax seeds	230.2
Beet/Beet Root	228.6

Ingredient Preference

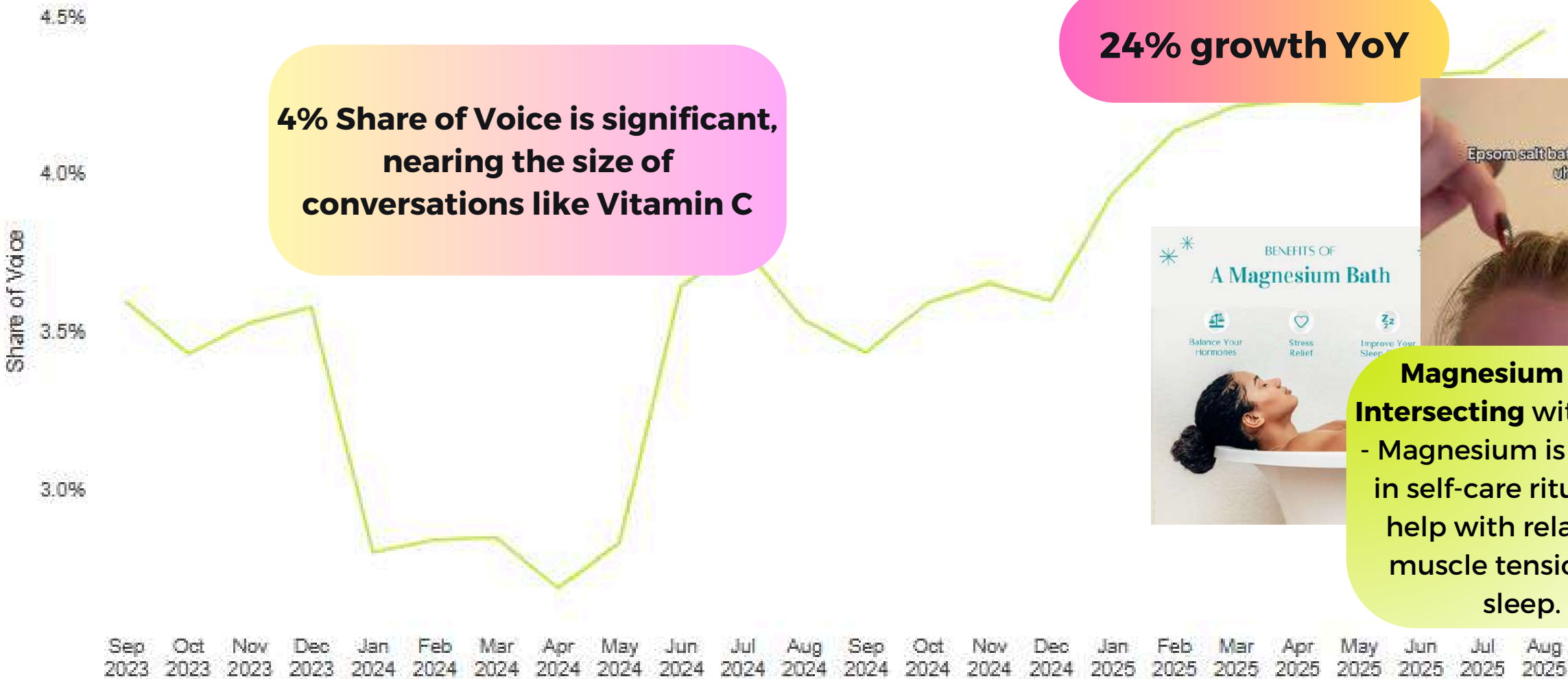
Most Popular Top Indices Top Trending

No Seed Oils	157.8
Organic	147.7
Free from artificial preserva...	144.5
Non-GMO	141.5
Fair Trade	141.0
No added sugar	138.1
No high-fructose corn syrup	137.4
No artificial sweeteners	135.2
Free from artificial colors a...	134.4
Upcycled	133.1

Magnesium on Social

Magnesium is becoming a hot topic with consumers. On social media, mentions have seen strong growth since early 2021, rebounding after a mid-2024 spike. The 24% year-over-year growth seen in 2025 reflects strong demand for emotional well-being solutions. A 4% share of voice is very healthy for supplements and ingredients and ranks among the leading conversation topics being tracked in Brightfield Group's social listening data (for reference, the share of voice of vitamin C is 4.5% of ingredient conversations). Growth like this in social chatter points to a real shift in consumer interest and area of opportunity for brands.

■ Magnesium



Magnesium Baths
Intersecting with Beauty
- Magnesium is trending in self-care rituals that help with relaxation, muscle tension, and sleep.

See more Trending Topics in our Social Listening Tracker



What Conversations with Magnesium Also Include

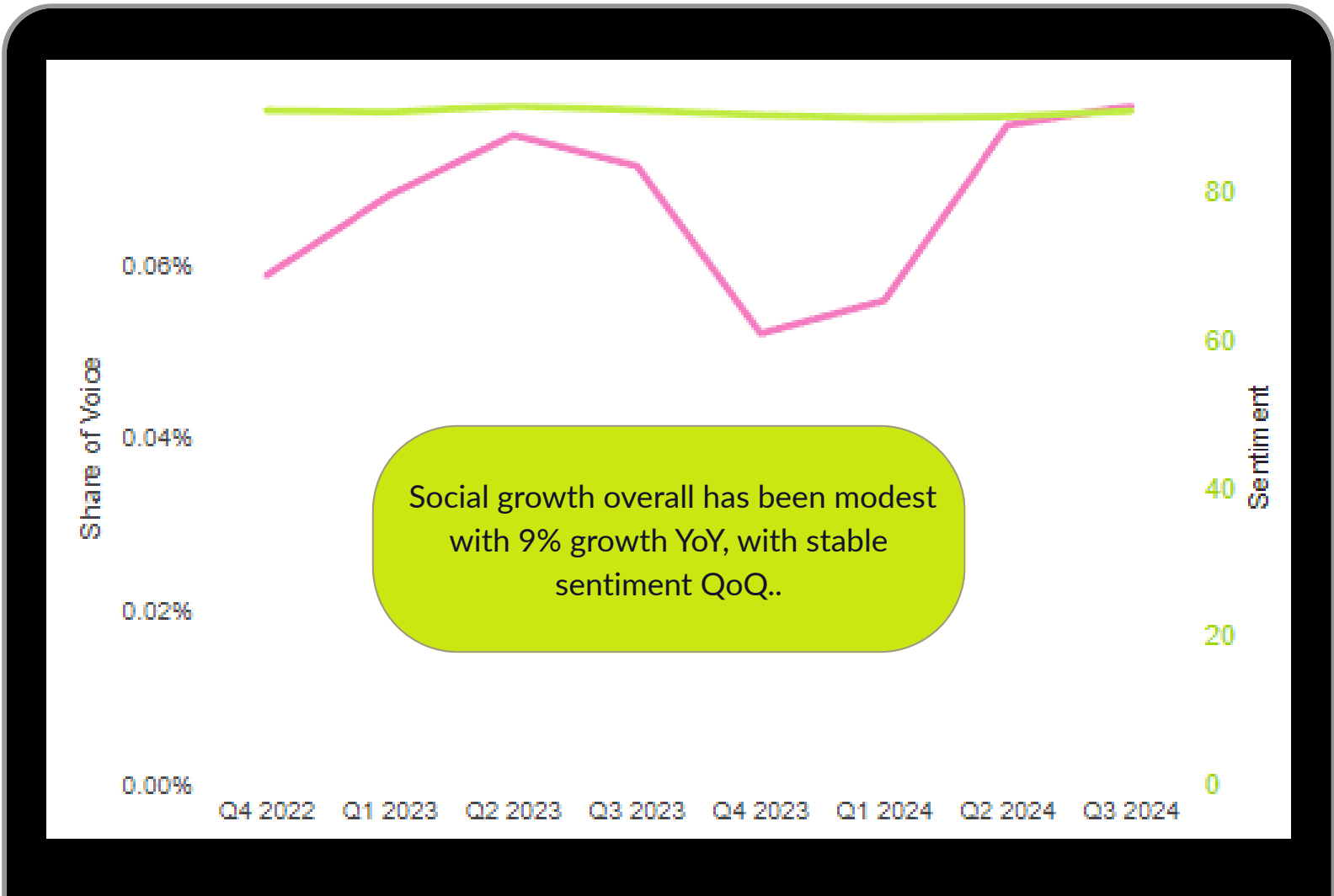
What's Trending in Magnesium?

Conversations in wellness are increasingly oriented toward **energy**, **metabolic health**, and **plant-based benefits**, which are showing triple-digit growth rates. **Energy alone surged by more than 167%**, underscoring consumer demand for functional solutions that go beyond hydration and basic wellness.



Energy Up 167%

Consumer conversations around energy are surging—driven by a shift toward functional, performance-focused wellness solutions.



On the conditions side, **arthritis**, **fibromyalgia**, and **fatigue** are climbing fastest, signaling a growing dialogue around chronic pain management and long-term vitality.

Meanwhile, traditional wellness pillars like beauty, sleep, and weight loss are slipping, suggesting **consumers are gravitating toward performance-driven and preventative health outcomes** rather than purely aesthetic or symptomatic approaches. The data highlights a pivot in wellness conversations—where resilience, recovery, and sustained energy are taking center stage.



Resilience Rising

Resilience, recovery, and sustained energy are taking center stage in today's health conversations.

Celebrities and Influencers are helping shape the Conversation with Magnesium



I drink a lot of coconut water. It balances out all the other toxic stuff I put into my body.

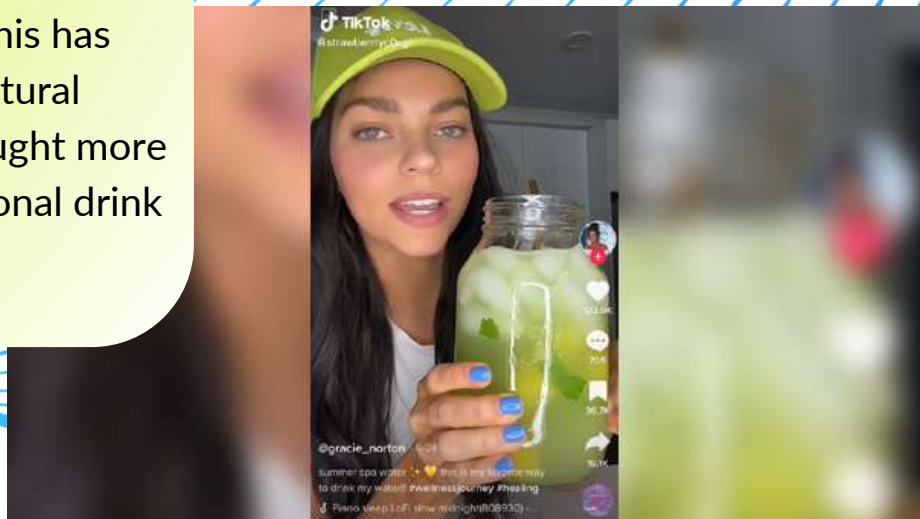
— Rihanna —

Rihanna is a major celebrity linked to coconut water. She has been an ambassador for **Vita Coco**, one of the largest coconut water brands in the world. Rihanna often promotes coconut water for its electrolyte content and hydration benefits



Vanessa Hudgens is one of the most prominent figures promoting cactus water. She co-founded the brand **Caliwater**, which has been gaining popularity for its low sugar content and natural hydration properties. Hudgens actively markets the brand, highlighting its anti-inflammatory benefits and hydrating effects

The popularity of **agua fresca** has sparked some controversy on TikTok, with influencers like **Gracie Norton** gaining attention for their "spa water" recipes, which are essentially agua frescas. This has prompted discussions on cultural appropriation, but it has also brought more visibility to this refreshing traditional drink



In addition to specific drinks, celebrities like Gwyneth Paltrow and Zac Efron are associated with promoting plant-based and alternative waters more broadly. Their platforms often highlight the health benefits of hydrating with natural sources like cactus, coconut, and aloe waters

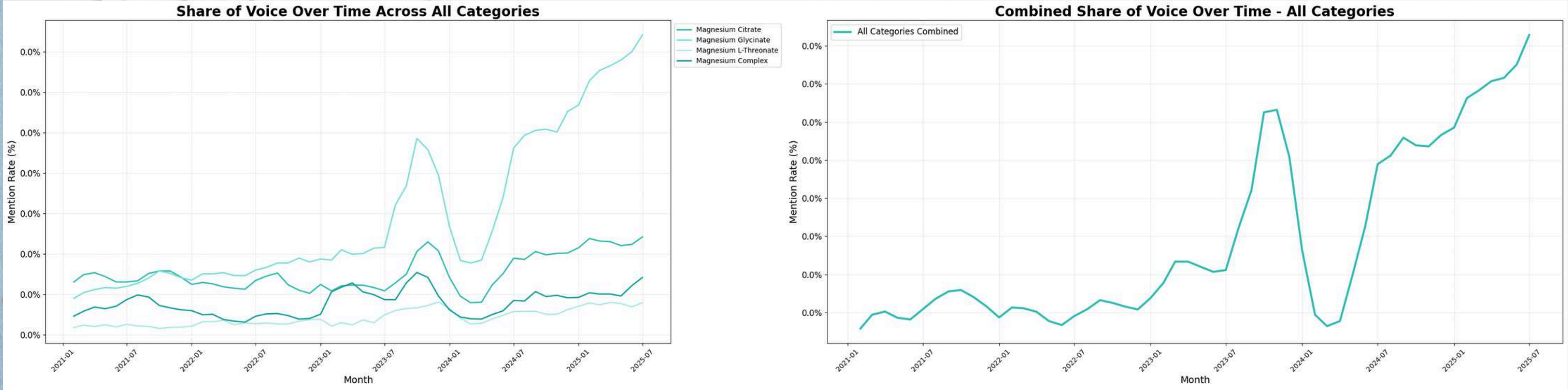
Bella Hadid has been known to share her wellness routine, which includes aloe water. **Aloe-based drinks** are often promoted by influencers in the wellness community for their **skin** and **digestive health** benefits



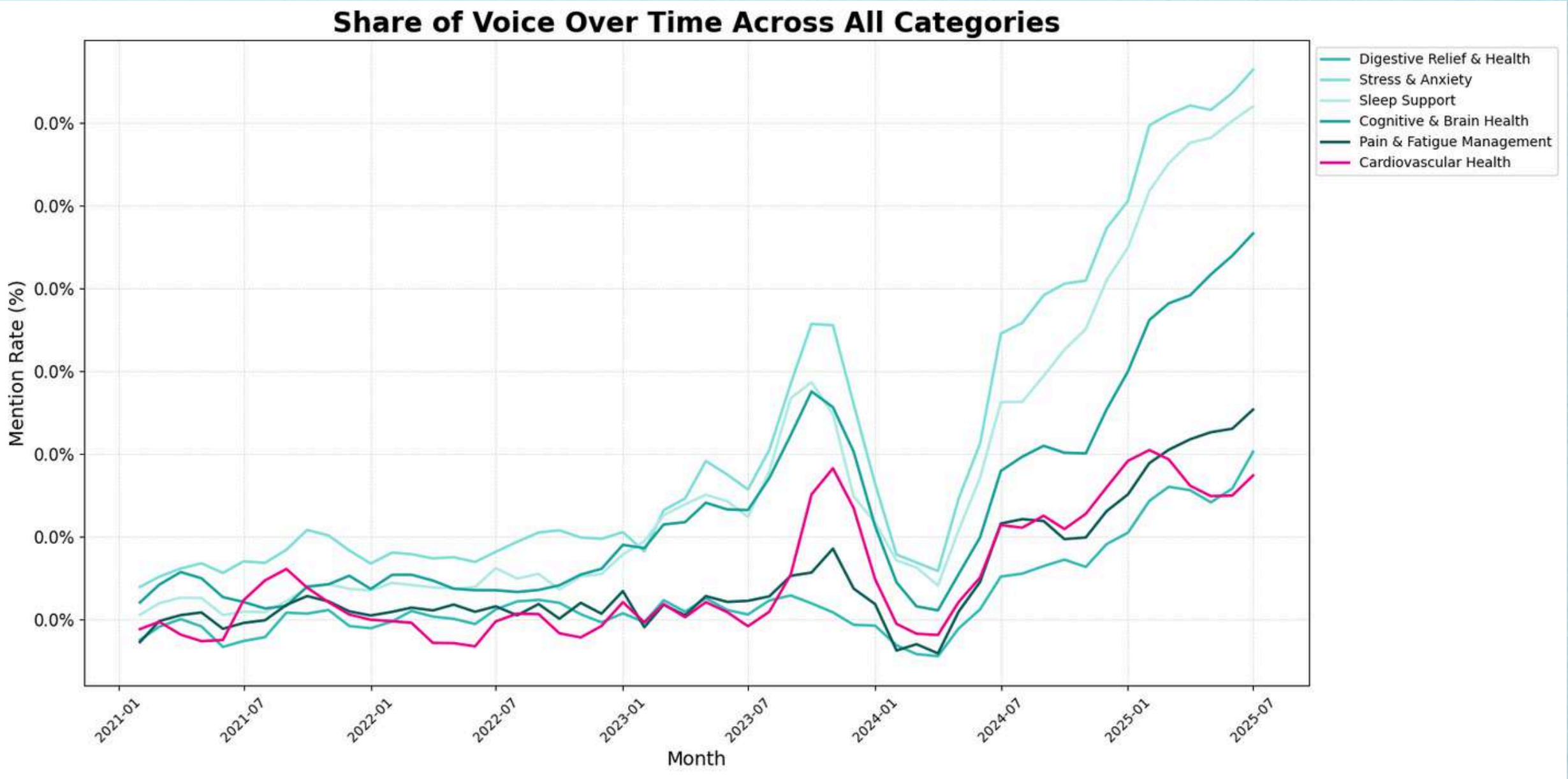
The share of voice for magnesium complexes analyzed is up 117% through July 2025 compared to the same period in 2024.

Magnesium Glycinate leads the overall conversation and has been responsible for the bulk of the growth in recent months. Meanwhile, Magnesium Citrate has started to gain more traction in discussions relative to Complex and L-Threonate.

Category	Count
Magnesium Glycinate	5,532
Magnesium Citrate	2,986
Magnesium Complex	1,382
Magnesium L-Threonate	768



Compared to 2024, all magnesium complex-related need states have seen over 115% share-of-voice growth, with sleep support leading at 200% YoY.



Category	Count
Stress & Anxiety	4,856
Sleep Support	4,136
Cognitive & Brain Health	3,536
Pain & Fatigue Management	2,399
Cardiovascular Health	2,249
Digestive Relief & Health	2,025

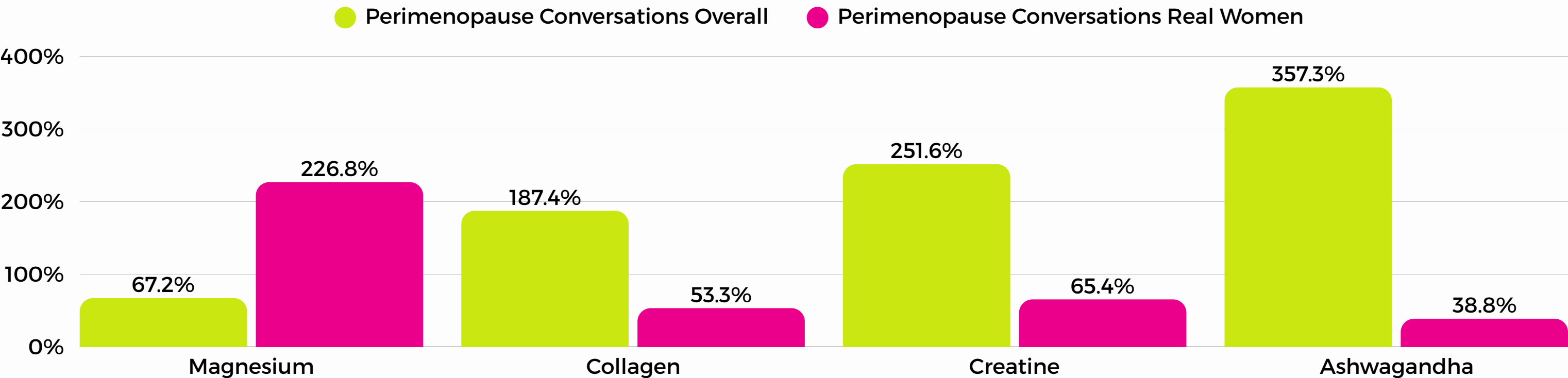
--- Smoothed Mention Rate Growth (%) ---							
	Period	Digestive Relief & Health	Stress & Anxiety	Sleep Support	Cognitive & Brain Health	Pain & Fatigue Management	Cardiovascular Health
0	Jan-July 2024 vs Jan-July 2025	180.588305	178.801177	199.500032	183.544805	177.759980	115.146034

Perimenopause Conversations Analysis: Looking at posts from real women vs brand posts shows that more established ingredients like Magnesium tend to have more real women in the conversation.

To better understand positioning, we further dissected the conversation around these ingredients + Perimenopause and segmented by whether posts were coming from overall conversations, or, from real women (not brands).

More established and science-backed ingredients like Magnesium have more real people talking about them, while Ashwagandha shows that more brands are posting, indicating real people may need to catch on still, or the trend needs to be proven out. Creatine, however showed stronger growth in real women, which may signal to promote/innovate in creatine now that it is catching on with real women.

Ingredient Growth Across Social



In Q4 2024 we reported on trending social ingredients within Perimenopause and Magnesium has evolved within this conversation to be an established ingredient by Q2 2025

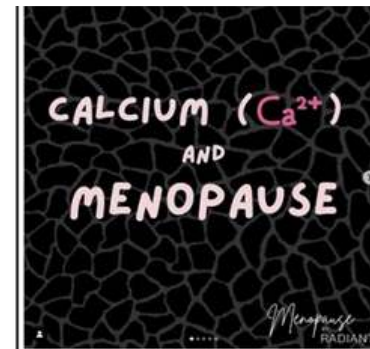
Established Trend

Ingredients with a high Share of Voice but low or negative growth. Still very relevant for the Perimenopause conversation, but may be saturated.



Innovation Opportunities

Ingredients with a healthy Share of Voice and Strong Growth. Consider these for innovation opportunities, and/or, reach new audiences by positioning existing products with these ingredients to perimenopause audiences.



Future Potential

Ingredients with a low Share of Voice but strong growth. Proceed with caution since these trends may be just "flash in the pan". Consider seeing how these trends align with your key segments



Dec 2024

Aug 2025

Collagen
13% SOV

Magnesium
11.9% SOV

Collagen
11.2% SOV

Probiotics/Prebiotics
7% SOV

Probiotics/Prebiotics
7% SOV

Calcium
11% SOV

Vitamin D
9% SOV

Dec 2024

Aug 2025

Magnesium
6% SOV

Peptides
7.74% SOV
(1081.6% GR)

Electrolytes 1.35% SOV
(210% GR)

Calcium
6% SOV

Vitamin D
6% SOV

Ashwagandha 3.5% SOV
357% GR

Creatine 2% SOV
251% GR

Dec 2024

Aug 2025

Glutathione
.62% SOV

Glutathione
.82% SOV +decline

NAD
1.2% SOV
724% GR

Ashwagandha
1.6% SOV

Creatine
1% SOV

Lion's Mane
1.41% SOV
80.% GR



Stay ahead of all the wellness trends!

The data is yours to explore with Brightfield Consumer Insights & Social Listening

[Get in Touch!](#)

