

CREATINE: BEYOND THE WEIGHT ROOM

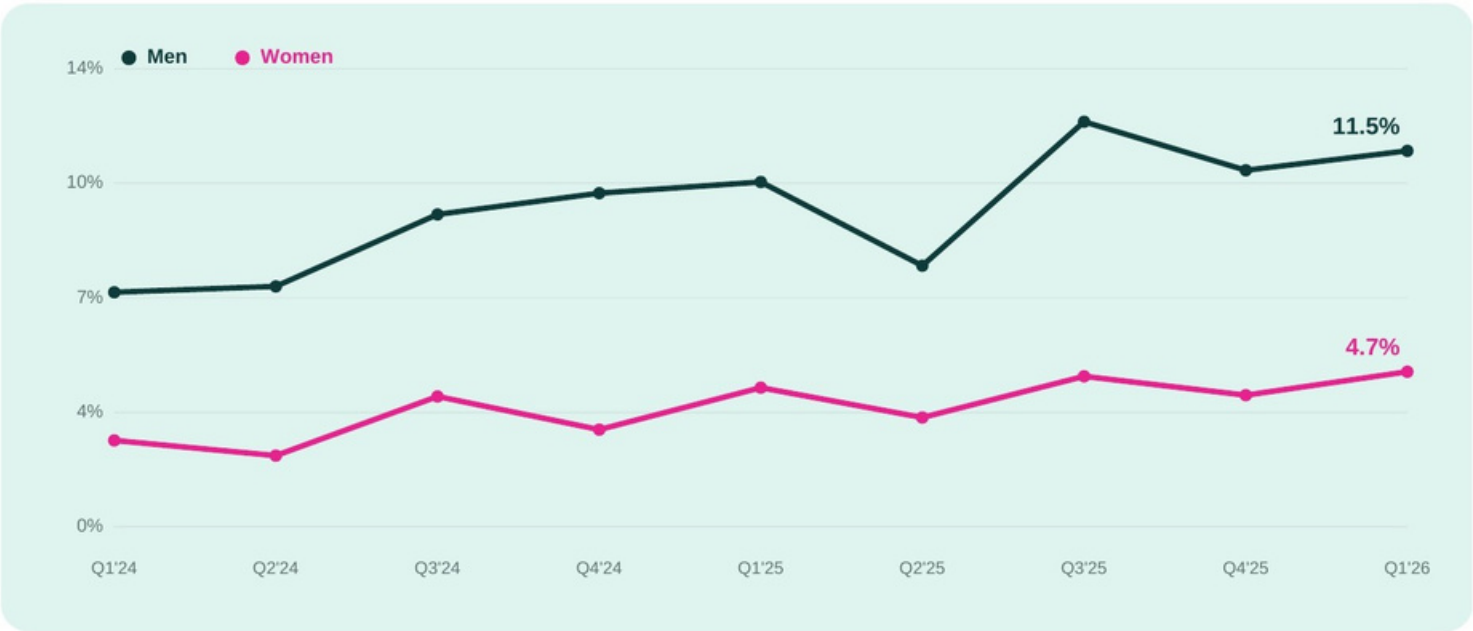
How the most-researched supplement is expanding past athletic performance, into cognition, sleep, healthy aging and stress, and who's driving the shift.

Sources of Data: Wellness CPG Platform. Brightfield Group combines Consumer Surveys and Social Listening to reveal emerging trends and why they resonate. **Sample:** survey data of general-population consumers (n=2,700/wave). **Social Listening Tracker:** analyzes millions of conversations; need-state direction shown as share of the creatine corpus.

WHO'S ENTERING THE CATEGORY

Still male, but women are the growth engine

Creatine still over-indexes with men, who remain the core buyer. But the fast-growing entrant is women: female past-3-month purchase has **nearly doubled since early 2024**, rising alongside a wave of products positioned specifically for women. The gap is narrowing from the bottom up.



~2x

Growth in women buying creatine, Q1 2024 – Q1 2026 (2.6% → 4.7%)

11.5%

Men buying creatine in past 3 months (Q1 2026), still the core

2.4x

Men still buy at ~2.4x the rate of women; category remains male-led

THE EXPANSION

Four use-cases pulling creatine past performance

Social conversation shows creatine being re-positioned around everyday wellness need-states. Each below pairs its momentum with how brands and creators are framing it, and a representative consumer voice.

Cognitive Health

Brain, not just brawn

+9.1% growth · 8.4% SoV

Positioned as an everyday nootropic: ATP for the brain, sharper focus, and support under fatigue.

"Did you know creatine isn't just for gym gains? Here are 3 science-backed reasons to add it daily. #1: it boosts brain power and supports cognitive function."

Instagram · 6.5K likes

Sleep & Recovery

Recovery you can feel

+10.3% growth · ~8x rate

Framed around offsetting sleep debt: creatine as insurance for the nights you don't get enough rest.

"A groundbreaking study in 'Scientific Reports' used brain imaging to track how creatine alters brain chemistry during sleep deprivation."

Instagram · 5.6K likes

Longevity & Women's Health

Built for healthy aging

+5.1% growth · menopause rising

Reframed for women and aging bodies: muscle, mood and hormone support through perimenopause and beyond.

"Women naturally produce less creatine than men. Supplementing has been shown to support hormone balance, improve mood, and reduce fatigue."

Instagram · 3.9K likes

Stress Support

The calm-adjacent claim

8.5x growth rate · fastest riser

The newest frontier: creatine entering the stress, mood and brain-fog conversation alongside adaptogens.

"True story: beating brain fog naturally. Life stress had me mentally drained and seriously off my game. Creatine helped me get back."

Instagram · 3.6K likes

READING THE MOMENTUM

Ones to watch vs. act now

Two lenses on the same creatine conversation: **growth rate** flags emerging need-states punching above their volume (innovation signal), while **actual growth** weights by conversation volume (where scale is building now).

Ones to Watch: growth rate

Fastest-accelerating need-states (x vs. prior period)

Stress Support

8.5x

Sleep Quality

8.0x

Men's Health

6.2x

Vitality

3.8x

Longevity

3.1x

Act Now: actual growth

Largest volume-weighted gains in the creatine corpus

Hydration

14.5%

Sleep

10.3%

Cognitive Health

9.1%

Beauty

7.6%

Longevity

5.1%

EMERGING CONDITIONS

Where creatine is showing up next

Condition-level listening surfaces the same expansion story: creatine entering inflammation, joint and women's-health conversations.

+10.7%

Inflammation: largest condition gain

+9.0%

Joint pain & inflammation

9.2%

Perimenopause / menopause share of voice

1.7x

Hair loss / shedding: fastest-rising condition

Brightfield Group's AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend. Informed by predictive AI integrated with survey and social data, we deliver the depth innovators need to make brand and product decisions that grow their business.

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