

Collagen Supplements Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The collagen supplement market is projected to record a CAGR of 6.12% during the forecast period (2022-2027).

During the COVID-19 outbreak, people were concerned about their immunity and actively sought ways to maintain wellness. Thus, health supplements gained popularity, including collagen peptides.

Before the pandemic, collagen supplementation had already gained a reputation in the market, with food innovators finding novel ways to make collagen accessible to an even wider audience. As collagen peptides are unique proteins derived naturally, they help improve joint conditions, support skin beauty by helping the body produce more collagen and hyaluronic acid, and support bone health by helping with bone remodeling. During the pandemic, the demand for collagen peptides increased due to their beauty and health benefits.

Consumer's growing desire to prevent premature aging is escalating the demand for collagen peptide-infused nutricosmetics, thus driving the market. In addition, the growth of the collagen supplements market can be attributed to several health and beauty benefits associated with collagen supplements. For instance, ingesting collagen supplements enhances skin health by reducing dryness and wrinkles. It also increases muscle mass, improves bone health, and relieves joint pain.

Collagen Supplements Market Trends

Preventive Healthcare Approach is Boosting the Market

A rising preference for supplements to reduce healthcare costs is likely to promote the market for collagen supplements. The

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introduction of new delivery forms, scientific evidence to support the claims, and increased consumer awareness are expected to fuel the sales of collagen supplements. According to the UN population data, Europe is home to the largest aging population in the world, where one in four Europeans are aged 60 and over. Italy, Germany, France, Denmark, and Spain are some of the major European countries with the highest percentage of the aging population. A survey of supplement users commissioned by Swiss multinational Lonza and the Natural Marketing Institute (NMI) found that seven out of 10 consumers in Germany, France, and Italy would consider purchasing a joint health product. Their multiple health benefits, including bone, muscle, and joint health, and cost-effectiveness resulted in consumers opting for collagen supplements at a faster pace. Consumption of collagen supplements helps reduce the risk of bone disorders like osteoporosis. They can help increase bone mineral density (BMD) and lower levels of proteins in the blood that stimulate bone breakdown.

The Asia-Pacific Market is Growing Rapidly

The increasing investments by the collagen ingredient manufacturers and the rising consumer awareness of the skin health benefits associated with collagen led prominent supplement manufacturers to horizontally integrate and expand their product lines by launching collagen-infused products in the region. The healthy aging benefits, with an emphasis on skin, hair, and nail beauty, have been driving the demand for collagen-based supplements in the region due to the developing economy and willingness to try healthier products. There is also increased awareness of the benefits of collagen peptides and tripeptides infused in human nutrition, gaining traction in both the nutrition and cosmetic markets and contributing to the growth of collagen-based supplement solutions across the region.

Collagen Supplements Market Competitor Analysis

The market is highly competitive with the presence of many players due to increasing awareness regarding the benefits of collagen. The leading players engage in mergers and acquisitions of other brands to enter the region. Product innovation in terms of flavor and format is one of the key strategies adopted by companies to sustain the competitive market. Moreover, due to the continuous demand for collagen as a skin care supplement, key players are increasing their investments in R&D activities and innovating their products to gain a competitive edge. For instance, in September 2019, Proto-col added Collagen and Hyaluronic Acid Capsules (Collagen Skin Plus Capsules) to its clinical range of innovative, high-grade collagen results-oriented products.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Drivers

4.2 Market Restraints

4.3 Porter's Five Forces Analysis

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- 4.3.1 Threat of New Entrants
- 4.3.2 Bargaining Power of Buyers/Consumers
- 4.3.3 Bargaining Power of Suppliers
- 4.3.4 Threat of Substitute Products
- 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 By Form

- 5.1.1 Powdered Supplements
- 5.1.2 Capsules and Gummies
- 5.1.3 Drinks and Shots

5.1.4 Other Forms

5.2 By Source

- 5.2.1 Animal-based
- 5.2.2 Marine-based

5.3 By Distribution Channel

- 5.3.1 Grocery Retail Stores
- 5.3.2 Pharmacies/Drug Stores
- 5.3.3 Online Retail Stores
- 5.3.4 Specialty Stores
- 5.3.5 Other Distribution Channels

5.4 By Geography

5.4.1 North America

- 5.4.1.1 United States
- 5.4.1.2 Canada
- 5.4.1.3 Mexico
- 5.4.1.4 Rest of North America

5.4.2 Europe

- 5.4.2.1 United Kingdom
- 5.4.2.2 Germany
- 5.4.2.3 Spain
- 5.4.2.4 France
- 5.4.2.5 Italy
- 5.4.2.6 Sweden
- 5.4.2.7 Denmark
- 5.4.2.8 Rest of Europe

5.4.3 Asia-Pacific

- 5.4.3.1 China
- 5.4.3.2 Japan
- 5.4.3.3 India
- 5.4.3.4 Australia
- 5.4.3.5 Rest of Asia-Pacific

5.4.4 South America

- 5.4.4.1 Brazil
- 5.4.4.2 Argentina
- 5.4.4.3 Rest of South America

5.4.5 Middle-East

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- 5.4.5.1 South Africa
- 5.4.5.2 Saudi Arabia
- 5.4.5.3 Rest of Middle-East

6 COMPETITIVE LANDSCAPE

- 6.1 Most Active Companies
- 6.2 Most Adopted Strategies
- 6.3 Market Share Analysis
- 6.4 Company Profiles
 - 6.4.1 Shiseido Co. Limited
 - 6.4.2 Nestle SA
 - 6.4.3 The Clorox Company
 - 6.4.4 Revive Collagen
 - 6.4.5 Absolute Collagen
 - 6.4.6 Nutraformis Limited
 - 6.4.7 Rejuvenated Ltd
 - 6.4.8 Better Health AB
 - 6.4.9 Zenii Limited
 - 6.4.10 On-Group Ltd

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 IMPACT OF COVID-19 ON THE MARKET

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