

China Collagen - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The China collagen market was valued at USD 91.0 million for the current year and is projected to register a CAGR of 5.32% over the next five years.

Key Highlights

-Upsurged demand for healthy foods, especially skin-boosting foods, surged the collagen demand in the food and beverages segment, thus making it a leader in the end-user category. Further, high bioavailability, low energy content, and its acceptance as a fat alternative are the major factors expected to contribute toward the market's fastest growth. Numerous functionalities and an upsurged demand for protein-fortified skincare products propel the personal care and cosmetics segment's growth in the forecast period. Additionally, with animal-based collagen with a price half that of marine-based collagen and the ability to accommodate shellfish sensitivities, the segment was able to take the lead in the by-source category.

-The rise in demand for collagen products may also have been influenced by Chinese consumers' increasing awareness of health and wellness trends and their developing middle class's improved spending power. Since collagen is often linked to skin health and appearance. As a result, it is driving interest in anti-aging and skin rejuvenation products. Collagen-based vitamins and cosmetics have gained popularity as individuals explore ways to keep their looks young and enhance skin health.

-The growing trend for cruelty-free and sustainable products is the future driving the animal-free collagen market. For instance, Gelita partnered with Geltor, a design company creating high-value designer proteins through fermentation, to develop, produce, and market the first ingestible animal-free collagen proteins. Through this partnership, Geltor would design and produce premium biodesigned collagen, whereas Gelita would conduct clinical research and commercialize the product as an addition to its existing collagen portfolio. Expanding its portfolio will consolidate Gelita's position as an industry leader and help it meet market demand. Moreover, the company has significant operations in China. Therefore, all these factors act as major drivers for the collagen market in China.

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China Collagen Market Trends

Growing Chinese Inclination Towards Health, Personal Care and Anti-Aging Supplements

- Several reasons can be attributed to the increasing demand for other anti-aging supplements like collagen in China. Firstly, as the economy of the nation expands, more individuals are now able to purchase products due to rising disposable income levels among the populace. Secondly, as the population ages, health and wellness are becoming more important, which has increased demand for products that promise to support healthy aging and general well-being.
- For instance, according to the World Bank Group, in 2022, the total percentage of the population aged between 15-64 years in China accounted for 69% of the total population. Thus driving the need for aging supplements such as collagen.
- Further, their popularity has also been aided by social media impact and celebrity endorsements of these supplements. Trends often influence Chinese shoppers to look for products that are perceived to be beneficial for their appearance and health. South Korean beauty care products in China that emphasize the importance of collagen also drive the market. Furthermore, improvements in e-commerce platforms have made it simpler for customers to obtain a variety of supplements, thus increasing consumer demand for these products.

Functional Food and Beverage Holds the Largest Market Share

- The food and beverage segment holds a significant market share. This can be attributed to the multi-functionality of collagen, along with providing nutritional benefits. This increased collagen popularity among food formulators. Protein sources like collagen are used in protein bars and snacks, smoothies, and protein drinks to help with muscle repair and maintenance.
- Moreover, the increasing Chinese population's participation in sports and fitness activities further drives the collagen market in the functional food and beverages segment. For example, Glycine and proline, two necessary amino acids found in collagen, are important for muscle repair and recovery during strenuous exercise. Collagen supplements may lessen muscle aches and promote a quicker recovery.
- Additionally, tendons and ligaments are structurally supported by collagen. Increasing the strength and integrity of these connective tissues through dietary collagen intake may lower the incidence of injury. Hence, all the above-mentioned factors positively affect the collagen market in the country.

China Collagen Industry Overview

The China collagen Market is moderately consolidated. The major players in this market are Darling Ingredients Inc., GELITA AG, Luohe Wulong Gelatin Co. Ltd., Nitta Gelatin Inc., and Tessengerlo Group (sorted alphabetically). Further, the companies have been introducing new and innovative ingredients using plant sources with clean-label claims so as to make their product unique from the existing products. Owing to the rapidly developing nature of the market, new product innovation has become the most commonly used strategy among all, as it helps in understanding the changing needs of the various application industries in the market.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

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