

## **Europe Collagen Supplements - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Europe Collagen Supplements Market size is estimated at USD 1.5 billion in 2024, and is expected to reach USD 2.03 billion by 2029, growing at a CAGR of 6.22% during the forecast period (2024-2029).

Collagen supplements have a high demand in Europe, particularly from women. 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. Moreover, celebrities promote the consumption of collagen supplements due to rising consumer awareness of the skin health benefits associated with collagen. The rise in the demand for free-from solutions in collagen supplements, owing to the increase in the number of new product launches with clean label, non-GMO, sugar-free natural ingredients infused with hydrolyzed collagen, has resulted in consumers shifting toward natural products, thereby declining the market for synthetically derived collagen supplements. Marine-sourced collagen peptide is becoming prevalent among manufacturers, as it utilizes unused fish parts, encouraging environmental sustainability. It provides enhanced functional benefits, thus gaining the traction of consumers and making it the fastest-growing segment.

Rising concerns regarding skin care (anti-aging), bone and joint health, and overall well-being in general, coupled with expanding distribution channels, are driving the region's collagen market. According to the World Bank Data (2021), around 63.42% of the UK population falls in the age group of 15-64 and 18.92% over 65. Thus, the rapidly aging demographics of the country have led to robust demand for collagen products that help improve skin health, muscle recovery, and other health conditions.

Europe Collagen Supplements Market Trends

Increasing Consumer Awareness About Collagen-infused Nutricosmetics

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scott's-international.com](mailto:support@scott's-international.com)

[www.scott's-international.com](http://www.scott's-international.com)

There has been a growing demand for collagen-based supplements designed to deliver healthy aging benefits, emphasizing skin, hair, and nail beauty. This is due to the increase in consumer awareness of the benefits of collagen peptides and tripeptides infused in human nutrition, which has gained traction in both the nutrition and cosmetic markets, contributing to the growth of nutricosmetic solutions across the region. Driven by consumers' growing desire to prevent premature aging and the growing preference for natural, safe, and effective beauty solutions, protein- and amino acid-derived nutricosmetics, such as collagen, held a significant market share of the European nutricosmetics market. This has led key players in the nutraceutical market to expand their product portfolios to place themselves firmly in the beauty supplements market. For instance, in May 2021, H&H Group's brand Swisse launched plant-based products for its dietary supplements and infant formula categories across different brands. The product is vegan collagen under the Swiss brand and plant-based immunity supplements.

An increase in investments by collagen ingredient manufacturers and the rising consumer awareness of the skin health benefits associated with collagen led prominent supplement manufacturers to horizontally integrate the expansion of their product line with the launch of collagen-infused products. Due to Europe's growth potential and rising retail market, collagen-based beauty drinks are a staple among manufacturers of beauty products. Consumers are becoming more aware of the health advantages of the ingredients due to the introduction of collagen-infused beauty drinks like Collagen Lift (a daily drink to improve collagen densities and eliminate wrinkles by up to 50%), which has a favorable effect on market growth.

#### Italy to Hold the Major Share in the Market

By country, Italy is expected to account for the lion's share in the European market, followed by the United Kingdom and France, owing to the growth and acceptance of several collagen peptide-based products in various forms, particularly among the aging population. Italian consumers have been inclined toward beauty drink products made from natural ingredients and have proven claims. Thus, in Italy, companies have been launching beauty drinks with scientifically proven benefits. Supplements, such as collagen powder, have been gaining traction among consumers, as they are highly soluble in hot and cold liquids and can be conveniently mixed with any liquid. Brands, such as Jabushe, are offering convenient powdered supplements in sachets, which can be mixed into cold or lukewarm liquid. This format is usually followed by brands offering collagen supplements for sports nutrition, such as Liquid Body, NutriZing, and Edible Health, as powdered formats are already popular in the sports nutrition category due to the superior functionality of these formats. Most of the collagen peptide powder available in the market contains hydrolyzed Type 1. However, the companies have been incorporating multiple ingredients with similar benefits due to rising consumer awareness about different ingredient functionalities. Some of the major brands offering collagen supplements in the market include Neocell, Sunwarrior, NutriZing, and Multinutricion.

#### Europe Collagen Supplements Industry Overview

The European collagen supplements market is competitive in nature, with a large number of domestic and multinational players competing for market share. Emphasis is given to merger, expansion, acquisition, partnership, and new product development as strategic approaches adopted by the leading companies to boost their brand presence among consumers. For instance, Edible Health Ltd partnered with third-party selling platforms and distributors, such as Amazon, for better penetrations of its products across the United Kingdom. Notably, the company's collagen supplements are among the best-selling on Amazon. Key players dominating the market include Shiseido Co. Ltd, Vita Proteins LLC, Everest Neocell LLC, Hunter & Gather Foods Ltd, and Bayer AG.

#### Additional Benefits:

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

#### Table of Contents:

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 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 Industry Attractiveness - Porter's Five Forces Analysis

#### 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 Form

#### 5.1.1 Powdered Supplements

#### 5.1.2 Capsules and Gummies

#### 5.1.3 Drinks and Shots

### 5.2 Source

#### 5.2.1 Animal-based Collagen Supplements

#### 5.2.2 Marine-based Collagen Supplements

### 5.3 Distribution Channel

#### 5.3.1 Supermarkets/Hypermarkets

#### 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 Country

#### 5.4.1 United Kingdom

#### 5.4.2 Germany

#### 5.4.3 Spain

#### 5.4.4 France

#### 5.4.5 Italy

#### 5.4.6 Russia

#### 5.4.7 Rest of Europe

## 6 COMPETITIVE LANDSCAPE

### 6.1 Most Adopted Strategies

### 6.2 Market Share Analysis

### 6.3 Company Profiles

#### 6.3.1 Shiseido Co. Ltd

#### 6.3.2 Nestle SA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.3.3 Everest Neocell LLC
- 6.3.4 Hunter & Gather Foods Ltd
- 6.3.5 Bayer AG
- 6.3.6 Revive Naturals LLC
- 6.3.7 Golden Greens Organic Ltd

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Europe Collagen Supplements - Market Share Analysis, Industry Trends & Statistics,  
Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

