

North America Gelatin - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The North America gelatin market is expected to grow from USD 211.72 million in 2024 to USD 243.97 million by 2029, at a CAGR of 2.88% during the forecast period (2024-2029).

Key Highlights

- The gelatin market in North America is majorly growing owing to its application in food and beverages and personal care products. Gelatin is a protein that aids in promoting skin, joints, hair, nails, and gut health. It also provides essential amino acids, the building blocks of proteins, which can provide potent health benefits.
- The protein and amino acids in gelatin can help the body build more collagen, a vital element in healthy skin. As people age, their natural collagen levels drop, which can lead to skin losing elasticity and the development of wrinkles. Hence, as the North American population takes keen care of their personal health, skin health, and hair health, the consumption of personal care products with gelatin is on the rise, which is driving the market's growth in the region.
- Moreover, the development of innovative technologies that support and shorten the manufacturing process of gelatin-based products is further attracting manufacturers to choose this as a major ingredient in their processes.
- For instance, in December 2022, Darling Ingredients Inc., the world's leading company turning food waste into sustainable products and producer of renewable energy, announced that the US Patent and Trademark Office (USPTO) had granted US Patent No. 11,490,634 to its health brand Rousselot, securing Rousselot's intellectual property for SiMoGel, a gelatin technology that eliminates the need for starch-based gummy production. With its multiple functional and processing benefits, SiMoGel was claimed to be used by a wide range of confectionery and nutraceutical manufacturers to create end products with superior appearance, flavor release, and transparency. The company claimed that it can allow the production of confectionery products using silicon or metal molds, which are easily clean and eliminate dust during production, unlike traditional starch trays. Such developments happening in the region are expected to boost and support the market's growth during the forecast period.

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North America Gelatin Market Trends

Consumer Inclination Toward Functional Food and Beverages

- The rise in various health and personal care concerns in the region is driving consumers to focus on opting for functional food products. Functional foods offer specific health benefits that are beyond the regular daily intake of nutrients, such as improved bone health, cholesterol management, improved heart health, and other benefits associated with eye health and vision. The increasing demand for such nutritional and fortified foods is raising the demand for gelatin across the region.
- Additionally, consumers are looking for products that can enhance their well-being along with convenience. Hectic routines and lifestyles in the region have been raising stress levels, which has led to a rise in lifestyle diseases such as obesity, high blood pressure, hair loss, early aging, and diabetes. Such factors have been driving the demand for functional food and beverages, thus driving the market's growth.
- For instance, according to StatCan, sales of vitamins, minerals, and other health supplements amounted to approximately CAD 1.17 billion (USD 922.3 million) in the fourth quarter of 2021, which increased from CAD 1.13 billion (USD 890.27 million) in the fourth quarter of 2020.
- As gelatin contains proteins and antioxidants, which help protect the cells in the body that can support the health of the digestive system, bones, skin, joints, and more, it is attracting manufacturers to incorporate the majority of functional supplements and products. Moreover, many manufacturers are also developing personal care and health care products with enough gelatin content to enhance the product's performance and attract consumers with beneficial claims. Thus, with the growing demand for such products in the studied region coupled with the growing developments in the market, the gelatin market is expected to grow during the forecast period.

United States Holds the Largest Share in the Market

- The United States remained the largest consumer of gelatin in the region, majorly owing to the increasing personal care and cosmetic products that support skin and hair health. The changing and hectic lifestyles of the consumers in the region have led to a rise in demand for multifunctional beauty and personal care products.
- The consumers are following holistic approaches to beauty and health care rather than treating each as a separate segment. Gelatin is applied as a gelling ingredient in many cosmetic products, including face creams, body lotions, shampoos, hair sprays, sunscreens, bath salts, and bubbles. Hence, the growing demand for such products with significant gelatin content is expected to eventually drive the market's growth gelatin in the country.
- Additionally, the increased consumption of bakery and confectionery products, among which gelatin is majorly used, is also one of the prominent drivers of the market in the country. Similarly, respective manufacturers are also keen on using gelatin as an ingredient owing to its processing benefits. Gelatin enhances the strength and gas-retention capacity of dough/bread. It also improves the porosity and cell size of crumbs and the specific volume of bread. Such factors, coupled with the increased consumption of such products, are driving its demand. For instance, according to Agriculture and Agri-Food Canada, in the United States in 2021, bread generated sales amounting to approximately USD 2.66 billion. Retail sales of cakes were about USD 2 billion.
- With the rising trend of clean-label products, manufacturers in the region are focused on developing gelatin ingredients with clean-label claims that support manufacturers to pitch their products with significant claims in the market.
- For instance, in October 2021, Shiru, an Emeryville, California-based startup producing proteins via microbial fermentation to create label-friendly alternatives to everything from methylcellulose to gelatin and casein, has raised a USD 17 million to launch a

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bio-fermentation platform producing label-friendly alternatives to everything from methylcellulose to gelatin. Such developments are supporting the market's growth in the country and are expected to drive the market during the forecast period.

North America Gelatin Industry Overview

The North America gelatin market is consolidated, with various companies trying for their market shares. The major players in this market are Ajinomoto Co. Inc., Nitta Gelatin Inc., Darling Ingredients Inc., Gelita AG, and SAS Gelatines Weishardt. Investments and expansions formed the most preferred strategy among the key players to attract and retain new customers in the region. Manufacturers are also focused on introducing various high-quality gelatin ingredients to increase their consumer base. Furthermore, major players are focused on launching gelatin ingredients with multiple application capabilities to expand their consumer base in the region. Even private-label businesses are actively tracking product launches, innovations, alliances, and market expansions for the growth of the market.

Additional Benefits:

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

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