

## **Collagen - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Collagen Market size is estimated at 1.35 billion USD in 2025, and is expected to reach 1.85 billion USD by 2030, growing at a CAGR of 6.42% during the forecast period (2025-2030).

Personal care and cosmetic segment is expected to gain higher sales in forecast period due to growing consumer preferences for collagen-based beauty products i.e. beneficial for skin

- By end user, F&B remained the largest segment, with the majority of applications in the beverage, bakery, and snacks sub-segments. The segment is also anticipated to drive the market with a CAGR of 5.99%, by volume, in the forecast period. This demand can be attributed to its multi-functionality and nutritional benefits.
- However, in the forecast period, collagen application in the personal care and cosmetics segment is projected to outpace other segments with the fastest CAGR of 7.02% by volume. The segment uses collagen in the hydrolyzed form, owing to its negligible skin irritation, sensitization, or indication of phototoxicity. Protein fortification has become a major interest among global consumers, with a rise in their health concerns. For example, in 2021, 75% of global consumers paid a higher price for protein-fortified food and beverages, while more than half paid a 10% premium, and 15% of consumers would be willing to pay a 25% premium.
- The beverages sub-segment is the largest end-user segment in the collagen market and represents over 44.2% of the total consumption volume in 2023. The collagen drinks market is in its early stages of development. As consumers become increasingly aware of the health benefits of the beverages they consume, it is expected to increase the overall market for collagen drinks. Collagen-based drinks are high in hydroxyproline, amino acids glycine, arginine, and proline, which are associated with energy supply, cell regeneration, and metabolism. Collagen can be used in many hot beverages, which paves the way for innovative

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products with health benefits. Hence, the consumption of collagen-enhanced hot beverages such as coffee and hot chocolate is increasing at a high pace.

Asia-Pacific accounted majority of share in 2022 due to growing popularity of collagen based products coupled with strong presence of various manufacturing units

- The Asia-Pacific collagen market is the largest, owing to the higher production of raw materials in the region, mainly in China and India. In China, collagen application in supplements is not only used for skin beauty but also beneficial for immune, joint health, and sports performance. Collagen sales in the region are being driven by the aging population and companies that are progressively adding collagen-based ingredients to their product lines. In Southeast Asia, the proportion of individuals aged 60 years and older was 9.8% in 2017, which is projected to rise to 13.7% by 2030.
- Europe is the second-largest regional segment for the market and is also projected to record the fastest CAGR of 6.48%, by value, during the forecast period, attributed to a rise in regional players catering to the surging demand by adopting distinct strategies like constant product innovation for highly potential end-user segments, like personal care and cosmetics. The growing popularity of collagen-based beauty drinks and collagen peptide-based beverages like Sanotact and BeautyHacker beauty collagen drinks in Germany contributes to this growth.
- Middle East & Africa is another promising market, as most consumers follow Islamic principles, thus creating opportunities for market players in the region to supply collagen sourced from halal sources or marine-based collagen/ With the introduction and implementation of religion-based policies, the demand is anticipated to increase, primarily to render flexibility for using collagen-based products. The marine-sourced collagen market in the Middle East and African regions is projected to record a CAGR of 7.47% and 8.21%, respectively, during the forecast period.

#### Global Collagen Market Trends

Healthy snacking preferences with growth in online platforms are supporting market growth

- Consumers worldwide increasingly embrace a snacking lifestyle with a heightened focus on health. This shift is evident in their preference for nutritious alternatives over traditional snacks. For instance, in June 2021, 25% of Gen Zs (16 to 24 years old) in the United Kingdom favored snacks labeled "low in calories," while 18% of millennials (25 to 34 years old) sought out high-protein options. Additionally, 36% of those over 55 actively sought snacks with "low" or "no sugar" content. Consequently, leading industry players have responded by introducing a variety of low-fat and low-calorie offerings.
- Furthermore, with users increasingly relying on social media for food trends and inspiration, platforms like Instagram and YouTube have emerged as crucial tools for discovering new snacks. Over 70% of global consumers, particularly Gen Zs and millennials, attributed their discovery of new snacks in 2022 to social media. The rise of online platforms has further streamlined the process, allowing consumers to explore and purchase a diverse range of snacks from the comfort of their homes.
- Also, premiumization is driving innovation in the snacks segment, emphasizing fresh, better-for-you, and functional snacks. Bold, spicy flavors and exotic ingredients are gaining traction, appealing to a diverse global palate and fueling growth in regional markets. Snacking has transcended mere sustenance, becoming deeply ingrained in modern culture. It has become common to snack while working or enjoying entertainment at home. For example, a November 2022 report from Godrej Yummiez highlighted that 45% of Indian consumers favored snacking during parties and celebrations. This cultural shift highlights the transformation of snacking from a personal choice to a societal expectation.

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Meat is majorly used as a raw material by collagen manufacturers

- Meat is an important source of nutrition for people around the world. Global demand for meat has grown over the past 50 years, with meat production tripling. Global produce presently stands at more than 350 million tonnes each year. Regionally, Asia-Pacific holds the position of being the largest meat producer, contributing a substantial portion of the total global meat production. This represents a significant shift from previous decades. Europe's meat output has also doubled in recent years. China is projected to account for most of the total increase in meat production, followed by the United States, Brazil, and India.
- The United States takes the crown as the top producer of beef and buffalo meat, with Brazil and China following suit. Noteworthy contributions also come from Argentina, Australia, and India. In the poultry realm, the United States leads the pack, with China and Brazil playing pivotal roles. As a collective, Europe matches the United States in its substantial poultry output. However, in high-income nations, where per capita meat consumption is already high, a plateau or even a decline in demand is foreseen. This shift is attributed to aging populations and evolving dietary preferences, emphasizing a broader protein palette.
- Expanding herds and flocks, especially in China, are underpinning global meat production's upward trajectory. This trend is set to bolster productivity, coupled with advancements in animal breeding and technology, particularly in low and middle-income nations. Poultry meat, in particular, is driving this surge in global meat production.

## Collagen Industry Overview

The Collagen Market is fragmented, with the top five companies occupying 11.59%. The major players in this market are Darling Ingredients Inc., GELITA AG, Italgelatine SpA, Nippi. Inc. and Nitta Gelatin Inc. (sorted alphabetically).

### Additional Benefits:

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

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