

Global Plant-based Collagen Supplements Market - Focused Insights 2025-2030

Market Report | 2025-05-02 | 127 pages | Arizton Advisory & Intelligence

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Report description:

The global plant-based collagen supplement market is expected to grow at a CAGR of 9.21% from 2024 to 2030.

NEW PRODUCT DEVELOPMENT

- In 2024, Darling Ingredients' one of the brands of Rousselot, the global leader of collagen-based solutions, launched a platform of collagen peptide compositions called "Nextida". Nextida is set to transform the landscape of natural wellness and health products.
- In 2024, Evonik Industries AG, one of the world leaders in specialty chemicals, has launched, Vecollage Fortify L. It is a biotech-based vegan collagen ingredient for the personal care and beauty industry. It is used for various applications such as anti-aging and hydrating creams.

KEY TAKEAWAYS

- By Source: The vegetable segment holds the largest market share of over 51%. The segment is growing as vegetables are rich in minerals, antioxidants, and vitamins, which act as a collagen substance.
- By Form: The non-powdered segment shows the highest growth of 9.98%. The segment is growing as they are easy to carry and consume.
- By Application: The skin health segment accounts for the largest global plant-based collagen supplement market share, driven by the rising consumer awareness about skin health, innovative formulations, the influence of influencers & social media.
- By Distribution Channel: The offline distribution channel holds the largest market share. Supermarkets & hypermarkets are the major categories of offline distribution channels, where consumers can find a wider selection and form of plant-based collagen products.
- By Geography: North America dominates and holds the largest market share, driven by strong consumer demand for natural and plant-based products, and greater health & wellness consciousness.
- Growth Factor: The global plant-based collagen supplement market is set to grow due to rising health consciousness and advancements in biotechnology.

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PLANT-BASED COLLAGEN SUPPLEMENT MARKET TRENDS

Rise of Veganism and Flexitarian Diets

The rise of veganism and flexitarian diets is a significant trend in the global plant-based collagen supplement market, driven by the rising health & wellness focus, and environmental & ethical concerns. Reduced meat consumption, product innovations, and sustainability. In 2023, over 50% of the US households purchased plant-based food. Plant-based collagen is a complete alternative to animal-based collagen products. Vegans completely avoid the usage and consumption of any animal products. This increases the demand for collagen derived from plant-based sources. It helps to fulfill their beauty and health needs.

Increased Demand for Clean Labels and Transparency in Products

A clean label and transparency in products are nothing but the products are made with natural, minimally processed, and healthy ingredients. It impacts on ingredient sourcing, product innovations, premiumization, and labeling. Most of the companies present in this market are more focused on offering clean labels & transparency in their plant-based collagen products offering. Garden of Life offers Non-GMO Tested and Certified, Keto Certified, Paleo Friendly, and NSF Gluten Free based collagen products. The clean label trend is reshaping the plant-based collagen supplement market by driving innovation and transparency. It encourages companies to develop new & innovative products.

MARKET DRIVERS

Advancement in Biotechnology

Advancements in biotechnology impacted the market in various ways including improvement in efficacy & quality, increased availability, market growth, and expanding applications. The advancement in biotechnology helps to get more effective and higher quality plant-based collagen products. Precision fermentation is a technique that uses genetically engineered microbes such as bacteria or yeast to produce collagen. It helps to reduce animal-derived collagen reliance. It allows the manufacturer to develop consistent and highly pure plant-based collagen, which is free from allergens or contaminants. The plant cell culture technology is helping to produce collagen compounds. It helps in the production of natural collagen from certain plants. The plant-based collagen can have high biocompatibility with human tissues. Many companies are offering collagen derived by using this technology in the global market.

Rising Health Consciousness

The rising health consciousness is a significant driver of the plant-based collagen supplement market. This is driven by various factors, including a shift toward healthier lifestyles, a preference for sustainable & natural options, and the growing popularity of vegan health-conscious increasing spending to maintain health & wellness. Across the globe, consumers are becoming more proactive about their overall health. They focus on maintaining their overall health by balancing diets. This caters to specific dietary needs, which is expected to rise in the coming years. It fuels the demand for plant-based collagen supplements market.

INDUSTRY RESTRAINTS

High Cost

High cost is a significant challenge in the global plant-based collagen supplement market. The production process of plant-based collagen often involves technologically advanced processes such as fermentation or enzymatic hydrolysis. It adds to the final

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product's cost. The plant-based collagen supplement market is quite small compared to the animal-based collagen market. Thus, there are some limitations in the larger production of collagen, which may create higher costs per unit. Labor shortages and increased wages also increase production costs for plant-based collagen manufacturers. They must absorb this pricing pressure due to the increased cost of raw materials.

PLANT-BASED COLLAGEN SUPPLEMENT MARKET SEGMENTATION INSIGHTS

INSIGHTS BY SOURCE

The global plant-based collagen supplement market by source is segmented into vegetables, fruits, and others. The vegetable segment accounted for the largest market share of over 51% in 2024. This is due to its nutrient-rich and natural profile. Consumers perceive vegetables as a safe and healthy source of collagen. The vegetable segment is particularly popular in meeting the rising demand for whole-food-based and clean-label supplements. Advancements in processing and extraction techniques have enhanced the bioavailability of compounds derived from vegetables. The antioxidants, minerals, and vitamins present in vegetables contribute to collagen production. For instance, Vitamin C plays a crucial role in collagen synthesis. Technological advancements and the growing demand for ethically sourced, vegan collagen are driving its growth in the global market.

INSIGHT BY FORM

The global plant-based collagen supplement market by form is categorized into powdered and non-powdered. The non-powdered segment shows significant growth, with the fastest-growing CAGR of 9.98% during the forecast period. Non-powdered forms of plant-based collagen supplements include gummies, capsules, and liquids. Capsules are easy to consume and ideal for those who prefer swallowing pills. They are also convenient to carry. Liquid supplements offer even greater convenience for on-the-go consumption. The demand for gummies is rising significantly due to their wide variety of flavors. They are particularly appealing to consumers who prefer a tasty and enjoyable supplement. Gummies provide an easy way to consume collagen and are ideal for individuals who have difficulty swallowing pills. Non-powdered forms of plant-based collagen supplements eliminate the need for measuring or mixing powders, making them ideal for frequent travelers and individuals with busy lifestyles. These products are highly portable and can be easily carried in a purse or bag. This allows consumers to take their collagen supplements on the go without requiring any preparation or additional mixing. As a result, their popularity is growing significantly in the global market.

INSIGHTS BY APPLICATION

Based on the application, the skin health segment accounts for the largest global plant-based collagen supplement market share. The demand for plant-based collagen in skin health applications is driven by rising consumer awareness, innovative formulations, the influence of social media and influencers, the growth of e-commerce platforms, the "beauty from within" trend, and an increasing emphasis on preventive care. The skin health segment focuses on skin elasticity, wrinkles, aging, and overall skin health. There is a growing shift toward preventive skincare, with consumers seeking products that help prevent future damage and maintain healthy skin. Collagen remains a key structural protein that forms connective tissue in the skin, and plant-based collagen is an ideal option for supporting overall skin health. Consumers are becoming more concerned about signs of aging, such as fine lines, loss of skin elasticity, and wrinkles. Plant-based collagen serves as a natural remedy to support and improve these signs of aging. The rising popularity of the "beauty from within" trend is driving demand for non-topical beauty products that promote skin health from the inside out, further increasing the adoption of plant-based collagen.

INSIGHTS BY DISTRIBUTION CHANNEL

Based on the distribution channel, the offline segment dominates and holds the largest share of the global plant-based collagen

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supplement market. Supermarkets and hypermarkets are the major players in this segment, offering a wide selection of plant-based collagen products. Europe has the highest number of supermarkets and hypermarkets globally, followed by North America. These retail stores serve as ideal platforms for selling and showcasing plant-based collagen supplements. Offline stores offer several advantages, including expert advice, a tangible shopping experience, immediate gratification, product discovery, and impulse purchases. The increasing engagement in physical fitness activities has also contributed to the growing demand for plant-based collagen from fitness centers and gyms. Additionally, the demand for specialty stores is rising significantly due to the growing consumer preference for nutrition-focused food products. Specialty stores are gaining traction as more people adopt health-conscious lifestyles and engage in fitness activities. This trend is expected to drive the demand for a wide variety of plant-based collagen supplements in the global market during the forecast period.

GEOGRAPHICAL ANALYSIS

North America holds the largest global plant-based collagen supplement market share. The market is experiencing significant growth due to increasing health and wellness awareness, a rising preference for ethically sourced ingredients, a strong emphasis on sustainability and clean-label products, an aging population, growing physical fitness trends, and the wider adoption of plant-based products. The U.S. and Canada are the key players driving the growth of the plant-based collagen market in North America. The U.S. dominates the region due to the rising popularity of nutritional supplements, increasing consumer awareness of their benefits, and the growing demand for vegan alternatives. Additionally, the expanding beauty industry in the U.S. and Canada, along with a heightened focus on preventive skincare, is driving the adoption of plant-based collagen. With increasingly active lifestyles, consumers are seeking nutritional and health supplements, further fueling the demand for plant-based collagen in North America during the forecast period.

VENDOR LANDSCAPE

The global plant-based collagen supplement market report consists of exclusive data on 29 vendors. The market is rapidly evolving and driven by rising innovations and growing competition. The market is witnessing stronger entry of many new smaller companies and startups. They are focusing on offering innovative plant-based collagen. The traditional ingredients and formulations suppliers present in the global markets are expanding their portfolio and offering plant-based collagen. They are focusing on biotechnological advancements to get traction in the market. Many players are projected to extend their presence globally throughout the projection period to capture a greater market share, particularly in the fast-developing countries in APAC. High-quality, sustainability, ethical sourcing, wider reach, branding, effectiveness, efficacy, shelf life, and price are the major aspects in the global plant-based collagen, that players compete on. Companies are continuously engaging in effective marketing campaigns by focusing on the branding of their products to highlight the qualities and health benefits of their products. It can gain a competitive advantage in this market.

PLANT-BASED COLLAGEN SUPPLEMENT MARKET TOP COMPANIES

- []Ancient+Brave
- []Darling International Inc.
- []Evonik Industries AG
- []Sunwarrior LLC.
- []Unilever

Other Prominent Vendors

- []Earth & Elle
- []Vegan Vitality UK,

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- [] Revive Collagen
- [] Ming Chyi Biotechnology Ltd.
- [] Igennus Healthcare Nutrition
- [] The Healing Company
- [] Raw Beauty Lab
- [] INLIFE Pharma Private Limited
- [] Vaastavik
- [] Vlado's Himalayan Organics
- [] Plantigo
- [] VedaPure Naturals
- [] Panchamrit
- [] NatureAlly
- [] Vegetology
- [] organifi
- [] BUBS Naturals
- [] wellbeing nutrition
- [] Rooted Active Naturals
- [] Miduty
- [] U Perform
- [] Cytoplan Ltd
- [] Protein, S.A.
- [] Herbal Max

SEGMENTATION & FORECASTS

- [] By Source
 - o[] Vegetables
 - o[] Fruits
 - o[] Others
- [] By Form
 - o[] Powdered
 - o[] Non-Powdered
- [] By Application
 - o[] Skin Health
 - o[] Bone & Joint Health
 - o[] Hair & Nail Health
 - o[] Others
- [] By Distribution Channel
 - o[] Offline
 - o[] Online
- [] By Geography
 - [] North America
 - o[] US
 - o[] Canada
 - [] Europe
 - o[] Germany
 - o[] UK

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KEY QUESTIONS ANSWERED:

1. How big is the global plant-based collagen supplement market?
2. Which source segment has the largest share in the global plant-based collagen supplement market?
3. Which form segment provides more business opportunities in the global plant-based collagen supplement market?
4. Which region holds the largest share in the global plant-based collagen supplement market?

Table of Contents:

CHAPTER - 1: Global Plant-based Collagen Supplements Market Overview

- Executive Summary
- Key Findings
- Key Developments

CHAPTER - 2: Global Plant-based Collagen Supplements Market Segmentation Data

- Source Market Insights (2021-2030)
 - o Vegetables
 - o Fruits
 - o Others
- Form Market Insights (2021-2030)
 - o Powdered
 - o Non-Powdered
- Application Market Insights (2021-2030)
 - o Skin Health
 - o Bone & Joint Health
 - o Hair & Nail Health
 - o Others
- Distribution Channel Market Insights (2021-2030)
 - o Offline
 - o Online

CHAPTER - 3: Global Plant-based Collagen Supplements Market Prospects & Opportunities

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- Global Plant-based Collagen Supplements Market Drivers
- Global Plant-based Collagen Supplements Market Trends
- Global Plant-based Collagen Supplements Market Constraints

CHAPTER - 4: Global Plant-based Collagen Supplements Market Overview

- Global Plant-based Collagen Supplements Market -Competitive Landscape
- Global Plant-based Collagen Supplements Market - Key Players
- Global Plant-based Collagen Supplements Market - Key Company Profiles

CHAPTER - 5: Appendix

- Research Methodology
- Abbreviations
- Arizton

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