

Global Collagen Water Market Size Study, by Source (Porcine, Chicken, Bovine, Sheep, Others), by Form (Bottled Drinks, Canned Drinks, Powdered Mixes), by Application (Food Industry, Cosmetics & Personal Care Industry, Nutraceutical Industry, Pharmaceutical Industry, Others), by Sales Channel (Modern Trade, Specialty Stores, Drug Stores, Online Retail Stores, Others) and Regional Forecasts 2022-2032

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Abstracts

The Global Collagen Water Market is estimated to reach approximately USD 4.87 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.3% over the forecast period 2024-2032. Collagen Water is a beverage infused with collagen peptides, proteins that support skin, hair, nail, and joint health. Often marketed for its beauty and wellness benefits, it aims to promote youthful skin and improve overall connective tissue strength. This functional drink can be part of a daily routine, offering an easy way to boost collagen intake and support the body's natural collagen production processes.

Sustainability has also emerged as a significant trend in the global collagen water market. Both manufacturers and consumers are increasingly relying on sustainable products, which are often produced using natural ingredients. Furthermore, flavour innovation combined with the medicinal properties of collagen products is driving market growth. The rising health awareness among consumers continues to propel this market trend.

Technological integration is another key market driver, enabling manufacturers to

decide the composition of products accurately. This technological advancement is crucial in meeting the increasing demand for healthy food products prompted by the rise in diseases caused by sedentary and ill-structured lifestyles. Consequently, there has been a surge in demand for collagen products in both the pharmaceutical and food industries during the historical period.

The market is also driven by the need to address the lack of protein content in diets. Collagen water has emerged as an effective solution, fulfilling this demand and resolving complaints of joint pains among patients. The forecasted period is expected to witness significant growth in the cosmetic and personal care industry, further driving demand for collagen as an excellent water binder used in moisturizer products. Moreover, Growing consumer awareness about skincare and the wide applications of collagen across various industries are creating numerous lucrative opportunities for the market. Collaborations between beverage manufacturers and cosmetic brands are fuelling market growth, positioning collagen water as a beauty enhancer drink or elixir.

However, the market faces challenges related to the storage and management of collagen products, as they degrade rapidly when overexposed to heat. Additionally, collagen formulation presents another key challenge, as its properties may change when dissolved in some solvents.

The key regions considered for the Global Collagen Water Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Collagen Water Market in terms of revenue. The growth of the Collagen Water market in North America is driven by rising health consciousness, increasing demand for functional beverages, growing awareness of collagen's benefits for skin and joint health, the popularity of protein supplements, and innovative product formulations. Additionally, the trend towards natural and clean-label products supports market expansion. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

Vital Proteins

Bulletproof

Neocell

Youtheory

Reserveage Nutrition

Health Logics

BioCell Technology

Great Lakes Gelatin Company

Zint

Ancient Nutrition

Applied Nutrition

BUBS Naturals

Primal Kitchen

Nordic Naturals

Collagen Matrix

The detailed segments and sub-segment of the market are explained below:

By Source:

Porcine

Chicken

Bovine

Sheep

Others

By Form:

Bottled Drinks

Canned Drinks

Powdered Mixes

By Application:

Food Industry

Cosmetics & Personal Care Industry

Nutraceutical Industry

Pharmaceutical Industry

Others

By Sales Channel:

Modern Trade

Specialty Stores

Drug Stores

Online Retail Stores

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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