

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.

Contents

CHAPTER 1. GLOBAL COLLAGEN WATER MARKET EXECUTIVE SUMMARY

- 1.1. Global Collagen Water Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Source
 - 1.3.2. By Form
 - 1.3.3. By Application
 - 1.3.4. By Sales Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL COLLAGEN WATER MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL COLLAGEN WATER MARKET DYNAMICS

Global Collagen Water Market Size Study, by Source (Porcine, Chicken, Bovine, Sheep, Others), by Form (Bottled...

3.1. Market Drivers

- 3.1.1. Ethical Sourcing and Business Ethicality
- 3.1.2. Sustainability and Natural Ingredients
- 3.1.3. Flavor Innovation and Medicinal Properties

3.2. Market Challenges

- 3.2.1. Storage and Management Issues
- 3.2.2. Collagen Formulation Challenges

3.3. Market Opportunities

- 3.3.1. Technological Integration in Manufacturing
- 3.3.2. Collaboration between Beverage and Cosmetic Brands

CHAPTER 4. GLOBAL COLLAGEN WATER MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunity

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL COLLAGEN WATER MARKET SIZE & FORECASTS BY SOURCE 2022-2032

5.1. Segment Dashboard

Global Collagen Water Market Size Study, by Source (Porcine, Chicken, Bovine, Sheep, Others), by Form (Bottled...

5.2. Global Collagen Water Market: Source Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 5.2.1. Porcine
- 5.2.2. Chicken
- 5.2.3. Bovine
- 5.2.4. Sheep
- 5.2.5. Others

CHAPTER 6. GLOBAL COLLAGEN WATER MARKET SIZE & FORECASTS BY FORM 2022-2032

6.1. Segment Dashboard

6.2. Global Collagen Water Market: Form Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 6.2.1. Bottled Drinks
- 6.2.2. Canned Drinks
- 6.2.3. Powdered Mixes

CHAPTER 7. GLOBAL COLLAGEN WATER MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

7.1. Segment Dashboard

7.2. Global Collagen Water Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 7.2.1. Food Industry
- 7.2.2. Cosmetics & Personal Care Industry
- 7.2.3. Nutraceutical Industry
- 7.2.4. Pharmaceutical Industry
- 7.2.5. Others

CHAPTER 8. GLOBAL COLLAGEN WATER MARKET SIZE & FORECASTS BY SALES CHANNEL 2022-2032

8.1. Segment Dashboard

8.2. Global Collagen Water Market: Sales Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 8.2.1. Modern Trade
- 8.2.2. Specialty Stores
- 8.2.3. Drug Stores

8.2.4. Online Retail Stores

8.2.5. Others

CHAPTER 9. GLOBAL COLLAGEN WATER MARKET SIZE & FORECASTS BY REGION 2022-2032

9.1. North America Collagen Water Market

9.1.1. U.S. Collagen Water Market

9.1.1.1. Source Breakdown Size & Forecasts, 2022-2032

9.1.1.2. Form Breakdown Size & Forecasts, 2022-2032

9.1.1.3. Application Breakdown Size & Forecasts, 2022-2032

9.1.1.4. Sales Channel Breakdown Size & Forecasts, 2022-2032

9.1.2. Canada Collagen Water Market

9.1.2.1. Source Breakdown Size & Forecasts, 2022-2032

9.1.2.2. Form Breakdown Size & Forecasts, 2022-2032

9.1.2.3. Application Breakdown Size & Forecasts, 2022-2032

9.1.2.4. Sales Channel Breakdown Size & Forecasts, 2022-2032

9.2. Europe Collagen Water Market

9.2.1. U.K. Collagen Water Market

9.2.2. Germany Collagen Water Market

9.2.3. France Collagen Water Market

9.2.4. Spain Collagen Water Market

9.2.5. Italy Collagen Water Market

9.2.6. Rest of Europe Collagen Water Market

9.3. Asia-Pacific Collagen Water Market

9.3.1. China Collagen Water Market

9.3.2. India Collagen Water Market

9.3.3. Japan Collagen Water Market

9.3.4. Australia Collagen Water Market

9.3.5. South Korea Collagen Water Market

9.3.6. Rest of Asia Pacific Collagen Water Market

9.4. Latin America Collagen Water Market

9.4.1. Brazil Collagen Water Market

9.4.2. Mexico Collagen Water Market

9.4.3. Rest of Latin America Collagen Water Market

9.5. Middle East & Africa Collagen Water Market

9.5.1. Saudi Arabia Collagen Water Market

9.5.2. South Africa Collagen Water Market

9.5.3. Rest of Middle East & Africa Collagen Water Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Key Company SWOT Analysis

10.1.1. Company

10.1.2. Company

10.1.3. Company

10.2. Top Market Strategies

10.3. Company Profiles

10.3.1. Vital Proteins

10.3.1.1. Key Information

10.3.1.2. Overview

10.3.1.3. Financial (Subject to Data Availability)

10.3.1.4. Product Summary

10.3.1.5. Market Strategies

10.3.2. Bulletproof

10.3.3. Neocell

10.3.4. Youtheory

10.3.5. Reserveage Nutrition

10.3.6. Health Logics

10.3.7. BioCell Technology

10.3.8. Great Lakes Gelatin Company

10.3.9. Zint

10.3.10. Ancient Nutrition

10.3.11. Applied Nutrition

10.3.12. BUBS Naturals

10.3.13. Primal Kitchen

10.3.14. Nordic Naturals

10.3.15. Collagen Matrix

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Collagen Water market, report scope
TABLE 2. Global Collagen Water market estimates & forecasts by Region 2022-2032 (USD Billion)
TABLE 3. Global Collagen Water market estimates & forecasts by Source 2022-2032 (USD Billion)
TABLE 4. Global Collagen Water market estimates & forecasts by Form 2022-2032 (USD Billion)
TABLE 5. Global Collagen Water market estimates & forecasts by Application 2022-2032 (USD Billion)
TABLE 6 Global Collagen Water market estimates & forecasts by Sales Channel 2022-2032 (USD Billion)
TABLE 7. Global Collagen Water market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 8. Global Collagen Water market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 9. Global Collagen Water market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 10. Global Collagen Water market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 11. Global Collagen Water market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 12. Global Collagen Water market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 13. Global Collagen Water market by segment, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 14. Global Collagen Water market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 15. Global Collagen Water market by region, estimates & forecasts, 2022-2032 (USD Billion)
TABLE 16. U.S. Collagen Water market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 17. U.S. Collagen Water market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 18. U.S. Collagen Water market estimates & forecasts by segment 2022-2032 (USD Billion)
TABLE 19. Canada Collagen Water market estimates & forecasts, 2022-2032 (USD

Billion)

TABLE 20. Canada Collagen Water market estimates & forecasts by segment
2022-2032 (USD Billion)

TABLE 21. Canada Collagen Water market estimates & forecasts by segment
2022-2032 (USD Billion)

.....

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Collagen Water market, research methodology
- FIG 2. Global Collagen Water market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Collagen Water market, key trends 2023
- FIG 5. Global Collagen Water market, growth prospects 2022-2032
- FIG 6. Global Collagen Water market, porters 5 force model
- FIG 7. Global Collagen Water market, PESTEL analysis
- FIG 8. Global Collagen Water market, value chain analysis
- FIG 9. Global Collagen Water market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Collagen Water market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Collagen Water market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Collagen Water market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Collagen Water market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Collagen Water market, regional snapshot 2022 & 2032
- FIG 15. North America Collagen Water market 2022 & 2032 (USD Billion)
- FIG 16. Europe Collagen Water market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Collagen Water market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Collagen Water market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Collagen Water market 2022 & 2032 (USD Billion)
- FIG 20. Global Collagen Water market, company market share analysis (2023)

.....

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