

Collagen Face Cream Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

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Abstracts

The Global Collagen Face Cream Market was valued at USD 7.1 billion in 2023 and is projected to grow at a CAGR of 6.5% over 2024-2032. The increasing demand for anti-aging products is primarily driven by the aging global population, with more consumers seeking solutions to address wrinkles, sagging skin, and other visible signs of aging. As consumers become more educated about skincare, there is a rising awareness of the benefits of collagen, particularly its role in enhancing skin elasticity and hydration. This knowledge has contributed to the growing demand for collagen-based skincare products. Innovation in product formulations, including the integration of peptides, vitamins, and other skin-nourishing ingredients, has further enhanced the effectiveness of collagen face creams, making them increasingly attractive to consumers.

Besides, rising disposable incomes, especially in emerging markets, allow consumers to invest more in premium skincare products. The broader self-care movement has also fueled the trend, as people prioritize skincare as part of their overall wellness routines.

The collagen face cream market, based on collagen type, is segmented into marine collagen, hydrolyzed collagen, plant-based collagen alternatives, porcine collagen, and others. In 2023, hydrolyzed collagen led the market, valued at USD 2.9 billion, and is projected to reach USD 5.1 billion by 2032. This type of collagen is popular due to its enhanced absorption and ability to deliver visible skin benefits.

When categorized by skin type, the market includes dry skin, oily skin, combination skin, sensitive skin, and normal skin. In 2023, products for dry skin held the largest share of the market at 41%. Consumers with dry skin typically seek collagen face creams for their intense hydration properties, which help address the common issue of dryness and provide anti-aging benefits like improved skin elasticity and smoothness. Regionally, North America dominated the collagen face cream market with a value of USD 1.9 billion in 2023, and it is expected to reach USD 3.3 billion by 2032. The aging population

in this region is a significant factor driving demand for anti-aging skincare solutions. The U.S. market, in particular, is set to grow at a 6.9% CAGR, with social media platforms playing a critical role in shaping consumer preferences and boosting demand through influencer endorsements and product visibility.

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