

Collagen Beverage Market Size, Share & Trends Analysis Report By Packaging (Glass, Plastics), By End-use (Men and Women), By Distribution Channel (Supermarkets & Hypermarkets, Pharmacies, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Collagen Beverage Market Growth & Trends

The global collagen beverage market size was projected to reach USD 852.68 million in 2030 and is growing at a CAGR of 12.3% from 2024 to 2030, according to a new report by Grand View Research, Inc. Collagen is a vital protein found in the body's connective tissues, supporting skin health, joint function, and muscle strength. Increasing awareness of its benefits has led to the widespread adoption of collagen supplements, including beverages, which offer a convenient and portable way to consume this essential nutrient. Moreover, the demand for functional beverages that offer both taste and health benefits is also driving innovation, with brands incorporating collagen into smoothies, teas, and even coffee.

The aging population, rising health consciousness, and the growing prevalence of skin and joint concerns have led to a surge in demand for collagen-infused functional beverages. Moreover, the aging population, seeking to maintain mobility and combat the age-related decline, also contributes to the rising demand for collagen-based products, driving the market toward greater inclusivity and catering to a wider range of consumer needs. Collagen is essential for maintaining skin elasticity, hydration, and firmness, making it a popular choice for consumers seeking to enhance their appearance. Moreover, collagen is vital for joint health and mobility, fueling demand

among individuals experiencing age-related joint pain and stiffness.

The glass segment held a major share of the collagen beverage market in 2023. Glass, with its inherent ability to preserve the integrity and quality of the beverage, resonates with consumers who value natural ingredients and high-quality products. The clear visibility of the beverage within the glass container allows consumers to inspect the color, clarity, and potential presence of sediment, instilling a sense of trust and authenticity. Moreover, the glass's inert nature ensures no interaction with the beverage, safeguarding its freshness, flavor, and nutritional integrity over time. This aligns with the increasing awareness of potential plastic leakage and its impact on health, further solidifying glass as a preferred packaging option for collagen beverages.

The women segment held a major share of the collagen beverage market in 2023. The women demographic is particularly drawn to collagen's potential to support skin elasticity and reduce the appearance of wrinkles, a key factor driving the market's growth. Many women, especially those in their 30s and beyond, experience a natural decline in collagen production, leading to visible changes in skin texture and firmness. Collagen beverages offer a convenient and enjoyable way to supplement their dietary intake and potentially mitigate these effects. Besides, collagen beverages are marketed towards women as a beauty and wellness solution, often featuring attractive packaging and messaging that resonates with female consumers.

The pharmacies segment held a major share of the collagen beverage market in 2023. Consumers seeking trusted and reliable sources for health supplements often turn to pharmacies, recognizing their expertise in product quality and safety. Pharmacies often stock a wide range of collagen beverages, from well-known brands to niche products. The presence of knowledgeable pharmacists provides consumers with the opportunity to consult with healthcare professionals and receive personalized recommendations based on their specific health and beauty needs. Moreover, the convenience and reliability of pharmacies have made them a preferred destination for consumers seeking collagen supplements.

Asia Pacific accounted for the largest share of the market in 2023. Rapid urbanization, rising disposable incomes, and the growing influence of social media and celebrity endorsements are major factors driving the market growth. The booming beauty and wellness industry in the Asia Pacific, particularly in countries like South Korea, China, and Japan, has further amplified the appeal of collagen beverages. Moreover, the region is witnessing the emergence of numerous local and international collagen beverage brands, catering to the increasing demand for functional and healthy

beverages. Besides, the region's vibrant e-commerce landscape has played a crucial role in boosting the accessibility and visibility of collagen beverages, with online platforms becoming a major avenue for product discovery and purchase.

Major players in the collagen beverage market include Shiseido Company Ltd., AmorePacific Corporation, Kinohimitsu, Revive Collagen, and Heivy. Various steps are adopted by these companies including new product launches, partnerships, mergers & acquisitions, global expansion, and others to gain more share of the market. They are building strong online sales channels to sell directly to consumers, bypassing traditional retail channels.

Collagen Beverage Market Report Highlights

North America is expected to grow with a considerable CAGR over the forecast period from 2024 to 2030 driven by the increasing focus on health and wellness, the growing demand for convenient and nutritious options, and the rising interest in natural beauty solutions. Moreover, innovation in product development, with new flavors, formulas, and formats, will play a crucial role in meeting diverse consumer preferences and capturing market share.

Based on packaging, the plastic segment is estimated to grow with a substantial CAGR over the forecast period. Plastic, with its affordability, versatility, and established infrastructure, remains the dominant packaging material for collagen beverages. Its lightweight nature makes it ideal for portability, a key factor for consumers seeking on-the-go nutrition. Moreover, plastic's ability to withstand varying temperatures and pressures makes it suitable for both refrigerated and ambient storage, enhancing product shelf life.

Based on end use, the men's segment is estimated to grow with a substantial CAGR over the forecast period. Brands are now developing collagen beverages specifically designed for men, incorporating masculine flavors and marketing campaigns targeting their unique needs and interests. These beverages often include ingredients like caffeine, protein, or other nutrients

considered beneficial for men's health, further enhancing their appeal. The emergence of collagen-based protein shakes and pre-workout formulas further solidifies the integration of collagen into men's fitness routines.

Based on distribution channel, the online segment is estimated to grow with a substantial CAGR over the forecast period. This can be attributed to the increasing popularity of e-commerce platforms and their convenience in terms of product availability, pricing, and delivery. Furthermore, the rise of digital marketing and social media influencers has made it easier for brands to reach and engage with their target audiences, driving demand for collagen beverages in the online segment.

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