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Global Marine Collagen Liquid Drink Market Growth 2026-2032

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Abstracts

The global Marine Collagen Liquid Drink market size is predicted to grow from US$ 234 million in 2025 to US$ 347 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

In 2024, global Marine Collagen Liquid Drink production reached approximately 10,746.4 K units, with an average global market price of around US$ 20.9 per unit.

Marine Collagen Liquid Drink is a ready-to-drink functional beverage that takes marine-sourced collagen (extracted from fish skin like cod or tilapia, fish scales, or fish bladders) as the core active ingredient, processed via bioenzymatic hydrolysis to form small-molecule collagen peptides (molecular weight 2-5 kDa) with high solubility and rapid absorption—its bioavailability is about 60% higher than that of solid collagen supplements. Each serving typically contains 3,000-8,000 mg of collagen, and is blended with natural fruit juices (such as orange, berry, or mango), plant extracts (like aloe vera or green tea), or functional additives (vitamin C, hyaluronic acid) to mask the inherent fishy odor of marine collagen and enhance taste, while avoiding artificial sweeteners, colors, or preservatives. It is designed to fit daily drinking scenarios (e.g., morning breakfast matches, afternoon refreshment), targeting health and beauty-conscious consumers—especially women aged 20-50—who pursue convenient nutrition intake, aiming to improve skin elasticity, replenish joint lubrication, and support overall body collagen levels.

The single-line production capacity of Marine Collagen Liquid Drink is 253 to 257, the average gross profit margin was 40.2%.

The cost structure of Marine Collagen Liquid Drink is composed of five core

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components with clear weightings: raw material costs account for the largest proportion at 30%-45%, mainly including marine collagen peptides (the price of deep-sea cod-derived collagen is 25%-40% higher than freshwater tilapia-derived collagen) and natural flavoring ingredients (e.g., imported berry concentrates cost 15%-20% more than common fruit juices). Production and processing costs occupy 20%-30%, covering processes such as peptide dissolution, flavor blending, sterile homogenization (to ensure uniform taste), and cold filling (to retain nutrient activity)—among which, cold filling technology alone increases cost by 8%-12% compared to ordinary filling. Packaging costs constitute 15%-20%, as the product requires food-grade, light-proof PET bottles or aluminum cans (to prevent collagen oxidation) and leak-proof caps, with personalized packaging designs (e.g., portable 50ml single-serve bottles) further pushing up costs. Marketing and logistics costs make up 10%-15%, including social media KOL promotion (a key channel for beverage products), e-commerce platform discounts, and cold-chain transportation (to maintain product quality during long-distance delivery). R&D costs account for 5%-10%, focusing on formula optimization (e.g., balancing collagen content and taste) and the development of low-sugar, sugar-free versions to meet healthy drinking trends.?

The industry chain of Marine Collagen Liquid Drink presents a three-tier collaborative structure: upstream includes marine raw material suppliers, collagen peptide processors, and flavor ingredient suppliers—marine raw material suppliers provide fish by-products (skin, scales) through intensive aquaculture (e.g., tilapia farms in Hainan) or deep-sea fisheries (e.g., cod fishing grounds in the North Atlantic); collagen peptide processors convert these by-products into small-molecule peptides via enzymatic hydrolysis; flavor suppliers offer natural fruit concentrates, plant extracts, etc., with their product purity and safety directly affecting the final taste and quality of the drink. Midstream consists of beverage manufacturers and OEM/ODM enterprises—specialized functional beverage factories are responsible for formula development, production, and quality control, integrating collagen peptides with flavor ingredients, and obtaining certifications such as ISO 22000 (food safety management system) and HALAL to expand market access. Downstream covers distribution channels and end users: sales channels are dominated by online platforms (e.g., Tmall, JD.com, Amazon) and offline retail terminals (supermarkets, convenience stores, health food specialty stores), with emerging channels like gym vending machines and beauty salon counters gradually gaining importance; end users mainly include young women (pursuing anti-aging and convenient drinking), office workers (needing afternoon nutrition supplements), and fitness enthusiasts (supporting joint health), while the post-95s and post-00s consumer groups are becoming a new growth driver due to their acceptance of functional beverages.?

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Global demand for Marine Collagen Liquid Drink is showing a high-growth trend, driven by three core factors: first, the "beauty from within" concept is popular, with consumers increasingly favoring ingestible beauty products over topical skincare, and the liquid form is more accepted than capsules or powders due to its convenience; second, the healthy beverage trend promotes the development of low-sugar, sugar-free, and natural-ingredient products, and Marine Collagen Liquid Drink just meets these demands; third, the post-pandemic health awareness upgrade makes consumers more willing to invest in products that support overall health (e.g., joint care, skin barrier protection) Key business opportunities include: 1) Product segmentation—launching scenario-specific products (e.g., "night repair" versions with melatonin, "sports recovery" versions with electrolytes) and crowd-specific products (e.g., "postpartum recovery" drinks for new mothers, "teen beauty" drinks for 18-25-year-olds); 2) Regional market expansion—focusing on APAC markets (e.g., China, Japan, South Korea) where beauty and functional beverage consumption is high, and leveraging local marine resources (e.g., Southeast Asian tilapia) to reduce costs; 3) Channel innovation—developing DTC models (e.g., brand official mini-programs with subscription services) and cross-bord er collaborations (e.g., co-branding with beauty brands or gym chains) to enhance consumer stickiness; 4) Technological upgrading—investing in R&D to develop high-concentration, low-fishy-odor collagen peptides and exploring plant-based collagen alternatives (e.g., seaweed-derived collagen) to cater to vegan consumers, thereby expanding the consumer base.?

Report Scope

LP Information, Inc. (LPI) ' newest research report, the “Marine Collagen Liquid Drink Industry Forecast” looks at past sales and reviews total world Marine Collagen Liquid Drink sales in 2025, providing a comprehensive analysis by region and market sector of projected Marine Collagen Liquid Drink sales for 2026 through 2032. With Marine Collagen Liquid Drink sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Marine Collagen Liquid Drink industry.

This Insight Report provides a comprehensive analysis of the global Marine Collagen Liquid Drink landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Marine Collagen Liquid Drink portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position

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in an accelerating global Marine Collagen Liquid Drink market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Marine Collagen Liquid Drink and breaks down the forecast by Collagen Source, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Marine Collagen Liquid Drink.

This report presents a comprehensive overview, market shares, and growth opportunities of Marine Collagen Liquid Drink market by product type, application, key manufacturers and key regions and countries.

Market Segmentation

Segmentation by Collagen Source:

Fish Collagen

Marine Shellfish Collagen

Sea Cucumber Collagen

Segmentation by End User:

Beauty Enthusiasts

Elderly Health Consumers

Segmentation by Formulation Type:

Pure Collagen Solution

Collagen with Vitamins

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Collagen with Hyaluronic Acid

Segmentation by Application:

E-Commerce Platforms

Pharmacy and Wellness Stores

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

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Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Hunter & Gather

Revive Collagen

Holland & Barrett

Reverse Life

Zooki

Benjamin Button

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Swedish Collagen

Kollo Health

Naturally Collagen

SOLV

Natures Aid

Face Envy

Zumub

True Collagen

Viking Remedies

Applied Nutrition

Known Nutrition

WeightWorl

Proto-col

Nutrabytes

BioCare

SO COLLAGEN

Free Soul

Absolute Collagen

Boots

Grape Tree

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Swedish Nutra

Verywell

Key Questions Addressed in this Report

What is the 10-year outlook for the global Marine Collagen Liquid Drink market?

What factors are driving Marine Collagen Liquid Drink market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Marine Collagen Liquid Drink market opportunities vary by end market size?

How does Marine Collagen Liquid Drink break out by Collagen Source, by Application?

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