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Global Marine Liquid Collagen Supplement Market Growth 2026-2032

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Abstracts

The global Marine Liquid Collagen Supplement market size is predicted to grow from US$ 130 million in 2025 to US$ 194 million in 2032; it is expected to grow at a CAGR of 5.9% from 2026 to 2032.

In 2024, global Marine Liquid Collagen Supplement production reached approximately 5,851.2 K units, with an average global market price of around US$ 21.5 per unit.

Marine Liquid Collagen Supplement refers to a liquid nutritional supplement derived from marine sources such as fish skin (cod, tilapia, tuna), fish scales, or fish bladders, processed through bioenzymatic hydrolysis technology to produce small-molecule collagen peptides (molecular weight below 5 kDa) with high water solubility and bioavailability—5-10 times higher than native collagen. It typically contains 5,000-10,000 mg of collagen per serving, supplemented with vitamin C, hyaluronic acid, or natural fruit extracts to enhance absorption and efficacy, and is formulated as a ready-to-drink beverage free of artificial preservatives or excessive additives. Designed to address endogenous collagen decline caused by aging or environmental factors, it targets skin hydration, wrinkle reduction, joint health support, and bone density improvement, catering to health and beauty-conscious consumers seeking convenient, fast-acting nutritional supplements.

The single-line production capacity of Marine Liquid Collagen Supplement is 147 to 152 K units per year, the average gross profit margin was 39.6%.

The cost structure of Marine Liquid Collagen Supplements is dominated by four key components with distinct weightings: raw material costs account for the largest share at 35%-50%, primarily covering marine sources like cod skin, tilapia scales, or sustainable

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fish bladders—with deep-sea fish-derived raw materials (e.g., cod) commanding 20%-30% higher costs than freshwater sources, while wild-caught materials are pricier than farmed alternatives due to sustainability and purity advantages. Production and processing costs represent 20%-30% of total costs, including bioenzymatic hydrolysis, purification, molecular weight testing, liquid blending, and sterile filling—with advanced hydrolysis technology (e.g., directional enzyme cleavage) and heavy metal detection driving higher costs for premium products. Packaging and formulation costs constitute 10%-15%, encompassing food-grade PET bottles, UV-protective designs, flavoring agents (e.g., natural fruit extracts), and functional additives (vitamin C, hyaluronic acid) to improve taste and efficacy. Marketing, logistics, and R&D costs make up the remaining 10%-15%, including brand promotion, e-commerce platform fees, global transportation (especially for cross-border sales to 50+ countries as seen in leading manufacturers), and R&D investment in formula optimization (e.g., reducing fishy odors) and patent development—top enterprises allocate up to 12% of annual revenue to R&D.?

The industry chain of Marine Liquid Collagen Supplements features a three-tier structure with clear division of labor: upstream consists of marine raw material suppliers and additive manufacturers—raw material suppliers provide fish skin, scales, and bladders from farmed tilapia, cod, or tuna (supported by intensive marine aquaculture and fisheries), while additive suppliers offer vitamin C, hyaluronic acid, and natural flavorings; sustainability of raw material supply and compliance with heavy metal standards directly impact product quality. Midstream comprises integrated manufacturers, including specialized biotech firms (e.g., Hainan Huayan Collagen, Shandong Boaoke) and OEM/ODM factories, responsible for raw material processing (enzymatic hydrolysis, purification), formula development, sterile production, and quality control—key processes involve converting "by-products" like fish skin/scales into high-value collagen peptides and adhering to international safety certifications (e.g., EFSA standards for food supplements). Downstream covers distribution channels and end users: sales channels include online platforms (e-commerce sites, brand official stores) and offline retailers (health food stores, beauty salons), while end users primarily include women aged 25-55 (focused on skin anti-aging), athletes (joint health support), and middle-aged/elderly consumers (bone density maintenance); emerging demand from postpartum recovery and preparing for pregnancy populations further expands the downstream market.?

Global demand for Marine Liquid Collagen Supplements is experiencing robust growth driven by multiple factors: rising consumer awareness of natural, sustainable nutrition (marine collagen is favored as a cruelty-free alternative to bovine/porcine sources), the

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popularity of anti-aging and beauty trends, and increasing recognition of collagen peptides' efficacy in skin care and joint health, with liquid formulations gaining share due to convenience and high bioavailability. Key business opportunities lie in: 1) Product differentiation—developing targeted formulas (e.g., postpartum recovery blends with fish collagen + tremella extract, sports-specific versions with joint-supporting ingredients) and emphasizing "small-molecule," "wild-caught," or "sustainable" positioning to stand out in the market; 2) Regional expansion—capitalizing on growth in APAC and Southeast Asia, leveraging local marine resources (e.g., tilapia in Hainan) and preferential policies (e.g., China's Hainan Free Trade Port zero-tariff policies) to reduce costs and penetrate emerging markets; 3) Channel innovation—strengthening DTC sales via social media, beauty KOL collaborations, and membership programs, while partnering with beauty salons and health clinics to create scenario-based consumption scenarios; 4) Technological upgrading—investing in R&D to improve hydrolysis efficiency, reduce fishy odors, and develop vegan marine collagen alternatives, aligning with global trends toward clean labels and functional nutrition.

Report Scope

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

This Insight Report provides a comprehensive analysis of the global Marine Liquid Collagen Supplement 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 Liquid Collagen Supplement portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Marine Liquid Collagen Supplement market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Marine Liquid Collagen Supplement and breaks down the forecast by Collagen Source, by Sales Channel, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of

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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 Liquid Collagen Supplement.

This report presents a comprehensive overview, market shares, and growth opportunities of Marine Liquid Collagen Supplement 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 Formulation Type:

Pure Collagen Solution

Collagen with Vitamins

Collagen with Hyaluronic Acid

Segmentation by Functionality:

Anti-Aging

Skin Hydration

Joint Health Support

Segmentation by Sales Channel:

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Online Sales

Offline Sales

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

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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.

Free Soul

Absolute Collagen

Boots

Grape Tree

Hunter & Gather

Revive Collagen

Holland & Barrett

Reverse Life

Zooki

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Known Nutrition

WeightWorl

Benjamin Button

Swedish Collagen

Kollo Health

Naturally Collagen

SOLV

Natures Aid

Proto-col

Nutrabytes

BioCare

SO COLLAGEN

Face Envy

Zumub

True Collagen

Viking Remedies

Applied Nutrition

Swedish Nutra

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Key Questions Addressed in this Report

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

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

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

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

How does Marine Liquid Collagen Supplement break out by Collagen Source, by Sales Channel?

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