

Collagen Supplement Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

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Abstracts

Collagen Supplements Market Summary

Introduction and Market Overview

Collagen supplements, promoting skin, joint, and hair health, appeal to beauty and wellness enthusiasts. With 1.5 billion people globally prioritizing anti-aging in 2023, demand for collagen products is surging. The rise of clean beauty and fitness trends, coupled with social media influence, drives market growth. E-commerce platforms enhance accessibility. The global collagen supplements market is estimated at USD 2.0-4.0 billion in 2025, with a CAGR of 6%-11% through 2030, fueled by beauty trends and health awareness.

Regional Market Trends

North America: The U.S. and Canada lead with demand for beauty and joint-health collagen.

Europe: UK, Germany, and France focus on clean-label and marine collagen.

Asia Pacific: China, Japan, and South Korea see growth in beauty-focused supplements.

Rest of the World: Brazil and UAE expand with rising wellness markets.

Sales Channel Analysis

Pharmacy: Expected growth of 5%-9%, valued for health-focused consumers. Trends focus on trusted brands.

Online Store: Projected growth of 8%-13%, driven by e-commerce and influencer marketing. Trends emphasize subscription models.

Specialty Store: Anticipated growth of 6%-10%, used for premium products. Trends highlight curated wellness offerings.

Type Analysis

Pills & Gummies: Expected growth of 6%-11%, preferred for convenience. Trends focus on flavored and vegan options.

Powder: Projected growth of 7%-12%, valued for versatility. Trends emphasize mixable formulations.

Liquid/Drinks: Anticipated growth of 8%-13%, favored for on-the-go consumption. Trends highlight functional beverages.

Key Market Players

Vital Proteins: Markets collagen powders for beauty and wellness.

Optimum Nutrition: Offers collagen for fitness enthusiasts.

Further Food, Hunter & Gather, BioTechUSA, Shiseido, The Clorox Company, Codeage, NeoCell, THE BOUNTIFUL COMPANY: Focus on clean-label and premium collagen supplements.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to brand loyalty and regulatory barriers.

Threat of Substitutes: High, with other beauty and joint-health supplements.

Bargaining Power of Buyers: High, due to multiple brands and price sensitivity.

Bargaining Power of Suppliers: Low, with abundant collagen sources like bovine and marine.

Competitive Rivalry: High, driven by innovation in formulations and marketing.

Market Opportunities and Challenges

Opportunities:

Targeting 1.5 billion anti-aging consumers with beauty-focused collagen.

Leveraging e-commerce and social media for market reach.

Innovating with vegan and marine collagen formulations.

Expanding into emerging markets like Brazil and UAE.

Challenges:

Competing with alternative beauty and wellness supplements.

High costs of sourcing sustainable collagen.

Addressing consumer concerns about efficacy and sourcing.

Navigating regulations on health claims.

Managing supply chain disruptions for raw collagen.

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