

# Collagen-Infused Beverages Market Forecasts to 2034 – Global Analysis By Source (Bovine Collagen, Marine Collagen, Chicken Collagen and Vegan Collagen Boosters), Beverage Type, Flavor, Application, Distribution Channel, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Collagen-Infused Beverages Market is accounted for \$4.8 billion in 2026 and is expected to reach \$10.6 billion by 2034 growing at a CAGR of 10.4% during the forecast period. Collagen-infused beverages refer to functional drink products incorporating bovine collagen peptides, marine collagen hydrolysate, chicken collagen type II, or plant-based vegan collagen booster ingredient combinations into ready-to-drink, powder mix, and concentrated shot beverage formats that deliver skin health, joint support, hair and nail strengthening, and anti-aging nutritional benefits through convenient daily beverage consumption enabling collagen peptide intake integration into hydration routines without requiring dedicated supplement capsule or powder administration.

### Market Dynamics:

#### Driver:

Beauty-From-Within Beverage Mainstream Adoption

Accelerating mainstream consumer adoption of ingestible beauty nutrition philosophy positioning collagen beverage supplementation as foundational to skin health outcomes is driving substantial market expansion as health-conscious consumers across diverse demographics incorporate collagen beverages into daily wellness routines. Influencer and celebrity brand partnerships normalizing collagen beverage consumption as a

visible wellness lifestyle signal combined with accumulating clinical evidence for oral collagen peptide bioavailability and dermal synthesis stimulation are expanding collagen beverage adoption from dedicated beauty supplement purchasers to mainstream wellness beverage consumers.

**Restraint:****Collagen Oral Bioavailability Scientific Skepticism**

Continued scientific debate about the extent to which orally consumed collagen peptides survive gastrointestinal digestion and contribute meaningfully to skin collagen synthesis creates consumer skepticism reinforced by health media coverage questioning collagen beverage efficacy foundations. Healthcare provider hesitation to recommend collagen beverages without stronger randomized controlled trial evidence at commercially relevant doses limits professional recommendation channel development that would substantially accelerate mainstream consumer adoption beyond self-directed wellness purchasers who do not require healthcare endorsement.

**Opportunity:****Functional Water Collagen Integration**

Integration of hydrolyzed collagen peptides into premium functional water products creating a daily hydration occasion collagen delivery format represents a rapidly emerging market opportunity enabling accessible consumer entry into collagen beverage consumption without specialized beverage category adoption behavioral change requirements. Collagen-enhanced water products from Vital Proteins, SkinTe, and emerging brands positioning collagen as a water enhancement benefit are creating the broadest addressable market format for collagen beverage mainstream adoption.

**Threat:****Vegan Consumer Collagen Supplement Avoidance**

Rapidly growing vegan and plant-based lifestyle adoption creates a structural market access challenge for bovine and marine collagen beverage products among the fastest-growing health-conscious consumer demographic segment. While plant-based vegan collagen booster formulations offer market access for vegan consumers, these products cannot deliver animal-identical collagen peptides and must position through collagen

synthesis support ingredient systems that face greater clinical evidence scrutiny than direct collagen peptide delivery products.

### **Covid-19 Impact:**

COVID-19 elevated consumer investment in health optimization through functional food and beverage consumption driving substantial beauty supplement market expansion as consumers sought accessible home wellness solutions during lockdown periods when salon and aesthetic treatment access was restricted. Post-pandemic sustained beauty supplement mainstream adoption normalization and growing consumer acceptance of beauty nutrition beverage formats continue driving collagen beverage category expansion globally.

The vegan collagen boosters segment is expected to be the largest during the forecast period

The vegan collagen boosters segment is expected to account for the largest market share during the forecast period, due to the intersection of the fastest-growing consumer demographic in premium wellness with the collagen beverage category creating the largest addressable market expansion opportunity for plant-based collagen synthesis support formulations combining vitamin C, silicon, zinc, and botanical collagen promoter compounds. Premium vegan collagen booster positioning commands the highest per-unit retail value within the collagen beverage category among ethically motivated premium consumers.

The ready-to-drink segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the ready-to-drink segment is predicted to witness the highest growth rate, driven by consumer preference for immediately consumable beverage formats eliminating preparation steps that create friction for daily supplementation routine compliance, combined with sophisticated RTD collagen beverage formulation advancement delivering stable collagen peptide content with appealing flavor profiles in premium refrigerated and ambient packaging formats suitable for mainstream grocery and specialty retail channel distribution.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest

market share, due to the United States hosting the world's most commercially developed collagen supplement beverage market with established brands including Vital Proteins, Ancient Nutrition, and NeoCell generating substantial domestic DTC and retail revenue, strong beauty supplement consumer investment culture, and well-developed premium beverage retail infrastructure supporting collagen beverage brand distribution.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to Japan and South Korea hosting the world's most sophisticated beauty supplement drink markets with deeply embedded ingestible beauty nutrition cultural traditions, rapidly growing collagen beverage consumption in China where beauty nutrition drink culture is strongly established, and domestic collagen beverage brand development from Fancl, Meiji, and Shiseido creating premium regional beauty nutrition beverage innovation.

### **Key players in the market**

Some of the key players in Collagen-Infused Beverages Market include Nestlé S.A., Unilever PLC, The Coca-Cola Company, PepsiCo Inc., Danone S.A., Amway Corp., Herbalife Ltd., Glanbia plc, Vital Proteins LLC (Nestlé), Skinade, NeoCell (NutraNext), Ancient Nutrition, Bulletproof 360 Inc., Shiseido Company Limited, Fancl Corporation, and Meiji Holdings Co. Ltd..

### **Key Developments:**

In April 2026, Vital Proteins LLC (Nestlé) launched a new marine-sourced RTD collagen water range with 10g certified sustainable marine collagen peptides per bottle achieving NSF Sport certification targeting premium active lifestyle consumers seeking clean label beauty and performance nutrition integration.

In March 2026, Shiseido Company Limited introduced a new clinical evidence-backed beauty collagen shot with published 12-week RCT documenting statistically significant skin elasticity and wrinkle reduction compared to placebo enabling specific anti-aging beauty beverage claim substantiation.

In January 2025, Ancient Nutrition expanded its multi-collagen protein beverage range with a new vegan collagen booster RTD featuring plant-derived collagen synthesis

support complex with vitamin C, MSM, and biotin achieving Non-GMO Project and Certified Vegan dual certification.

Sources Covered:

Bovine Collagen

Marine Collagen

Chicken Collagen

Vegan Collagen Boosters

Beverage Types Covered:

Ready-to-Drink

Powder Mixes

Shots

Flavors Covered:

Unflavored

Berry

Citrus

Tropical

Applications Covered:

Beauty & Skin Health

Joint & Bone Health

Sports Recovery

Anti-Aging

Distribution Channels Covered:

Supermarkets

Pharmacies

Beauty Retailers

Online D2C

End Users Covered:

Women 25-45

Athletes

Aging Consumers

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and

strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY SOURCE**

- 5.1 Bovine Collagen
- 5.2 Marine Collagen
- 5.3 Chicken Collagen
- 5.4 Vegan Collagen Boosters

## **6 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY BEVERAGE TYPE**

- 6.1 Ready-to-Drink
  - 6.1.1 Waters
  - 6.1.2 Teas & Coffees
  - 6.1.3 Juices & Smoothies
- 6.2 Powder Mixes
- 6.3 Shots

## **7 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY FLAVOR**

- 7.1 Unflavored
- 7.2 Berry
- 7.3 Citrus
- 7.4 Tropical

## **8 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY APPLICATION**

- 8.1 Beauty & Skin Health
- 8.2 Joint & Bone Health
- 8.3 Sports Recovery
- 8.4 Anti-Aging

## **9 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY DISTRIBUTION CHANNEL**

- 9.1 Supermarkets
- 9.2 Pharmacies

9.3 Beauty Retailers

9.4 Online D2C

## **10 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY END USER**

10.1 Women 25-45

10.2 Athletes

10.3 Aging Consumers

## **11 GLOBAL COLLAGEN-INFUSED BEVERAGES MARKET, BY GEOGRAPHY**

11.1 North America

11.1.1 United States

11.1.2 Canada

11.1.3 Mexico

11.2 Europe

11.2.1 United Kingdom

11.2.2 Germany

11.2.3 France

11.2.4 Italy

11.2.5 Spain

11.2.6 Netherlands

11.2.7 Belgium

11.2.8 Sweden

11.2.9 Switzerland

11.2.10 Poland

11.2.11 Rest of Europe

11.3 Asia Pacific

11.3.1 China

11.3.2 Japan

11.3.3 India

11.3.4 South Korea

11.3.5 Australia

11.3.6 Indonesia

11.3.7 Thailand

11.3.8 Malaysia

11.3.9 Singapore

11.3.10 Vietnam

11.3.11 Rest of Asia Pacific

## 11.4 South America

11.4.1 Brazil

11.4.2 Argentina

11.4.3 Colombia

11.4.4 Chile

11.4.5 Peru

11.4.6 Rest of South America

## 11.5 Rest of the World (RoW)

11.5.1 Middle East

11.5.1.1 Saudi Arabia

11.5.1.2 United Arab Emirates

11.5.1.3 Qatar

11.5.1.4 Israel

11.5.1.5 Rest of Middle East

11.5.2 Africa

11.5.2.1 South Africa

11.5.2.2 Egypt

11.5.2.3 Morocco

11.5.2.4 Rest of Africa

## 12 STRATEGIC MARKET INTELLIGENCE

12.1 Industry Value Network and Supply Chain Assessment

12.2 White-Space and Opportunity Mapping

12.3 Product Evolution and Market Life Cycle Analysis

12.4 Channel, Distributor, and Go-to-Market Assessment

## 13 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

13.1 Mergers and Acquisitions

13.2 Partnerships, Alliances, and Joint Ventures

13.3 New Product Launches and Certifications

13.4 Capacity Expansion and Investments

13.5 Other Strategic Initiatives

## 14 COMPANY PROFILES

14.1 Nestlé S.A.

14.2 Unilever PLC

- 14.3 The Coca-Cola Company
- 14.4 PepsiCo, Inc.
- 14.5 Danone S.A.
- 14.6 Amway Corp.
- 14.7 Herbalife Ltd.
- 14.8 Glanbia plc
- 14.9 Vital Proteins LLC (Nestl?)
- 14.10 Skinade
- 14.11 NeoCell (Nutranext)
- 14.12 Ancient Nutrition
- 14.13 Bulletproof 360, Inc.
- 14.14 Shiseido Company, Limited
- 14.15 FancI Corporation
- 14.16 Meiji Holdings Co., Ltd.

## List Of Tables

### LIST OF TABLES

Table 1 Global Collagen-Infused Beverages Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Collagen-Infused Beverages Market Outlook, By Source (2023-2034) (\$MN)

Table 3 Global Collagen-Infused Beverages Market Outlook, By Bovine Collagen (2023-2034) (\$MN)

Table 4 Global Collagen-Infused Beverages Market Outlook, By Marine Collagen (2023-2034) (\$MN)

Table 5 Global Collagen-Infused Beverages Market Outlook, By Chicken Collagen (2023-2034) (\$MN)

Table 6 Global Collagen-Infused Beverages Market Outlook, By Vegan Collagen Boosters (2023-2034) (\$MN)

Table 7 Global Collagen-Infused Beverages Market Outlook, By Beverage Type (2023-2034) (\$MN)

Table 8 Global Collagen-Infused Beverages Market Outlook, By Ready-to-Drink (2023-2034) (\$MN)

Table 9 Global Collagen-Infused Beverages Market Outlook, By Waters (2023-2034) (\$MN)

Table 10 Global Collagen-Infused Beverages Market Outlook, By Teas & Coffees (2023-2034) (\$MN)

Table 11 Global Collagen-Infused Beverages Market Outlook, By Juices & Smoothies (2023-2034) (\$MN)

Table 12 Global Collagen-Infused Beverages Market Outlook, By Powder Mixes (2023-2034) (\$MN)

Table 13 Global Collagen-Infused Beverages Market Outlook, By Shots (2023-2034) (\$MN)

Table 14 Global Collagen-Infused Beverages Market Outlook, By Flavor (2023-2034) (\$MN)

Table 15 Global Collagen-Infused Beverages Market Outlook, By Unflavored (2023-2034) (\$MN)

Table 16 Global Collagen-Infused Beverages Market Outlook, By Berry (2023-2034) (\$MN)

Table 17 Global Collagen-Infused Beverages Market Outlook, By Citrus (2023-2034) (\$MN)

Table 18 Global Collagen-Infused Beverages Market Outlook, By Tropical (2023-2034)

(\$MN)

Table 19 Global Collagen-Infused Beverages Market Outlook, By Application  
(2023-2034) (\$MN)

Table 20 Global Collagen-Infused Beverages Market Outlook, By Beauty & Skin Health  
(2023-2034) (\$MN)

Table 21 Global Collagen-Infused Beverages Market Outlook, By Joint & Bone Health  
(2023-2034) (\$MN)

Table 22 Global Collagen-Infused Beverages Market Outlook, By Sports Recovery  
(2023-2034) (\$MN)

Table 23 Global Collagen-Infused Beverages Market Outlook, By Anti-Aging  
(2023-2034) (\$MN)

Table 24 Global Collagen-Infused Beverages Market Outlook, By Distribution Channel  
(2023-2034) (\$MN)

Table 25 Global Collagen-Infused Beverages Market Outlook, By Supermarkets  
(2023-2034) (\$MN)

Table 26 Global Collagen-Infused Beverages Market Outlook, By Pharmacies  
(2023-2034) (\$MN)

Table 27 Global Collagen-Infused Beverages Market Outlook, By Beauty Retailers  
(2023-2034) (\$MN)

Table 28 Global Collagen-Infused Beverages Market Outlook, By Online D2C  
(2023-2034) (\$MN)

Table 29 Global Collagen-Infused Beverages Market Outlook, By End User (2023-2034)  
(\$MN)

Table 30 Global Collagen-Infused Beverages Market Outlook, By Women 25-45  
(2023-2034) (\$MN)

Table 31 Global Collagen-Infused Beverages Market Outlook, By Athletes (2023-2034)  
(\$MN)

Table 32 Global Collagen-Infused Beverages Market Outlook, By Aging Consumers  
(2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World  
(RoW) Regions are also represented in the same manner as above.

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