

Collagen Water Market Forecasts to 2034 – Global Analysis By Product Type (Flavored Collagen Water, Unflavored Collagen Water, Sparkling Collagen Water, Fortified Collagen Beverages, and Protein-Enriched Water), Source, Application, Formulation, Packaging Type, Distribution Channel, End User, and By Geography

<https://marketpublishers.com/r/CC8AEAF28DABEN.html>

Date: April 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: CC8AEAF28DABEN

Abstracts

According to Statistics MRC, the Global Collagen Water Market is accounted for \$3.8 billion in 2026 and is expected to reach \$8.8 billion by 2034 growing at a CAGR of 11.0% during the forecast period. Collagen water refers to functional beverage products incorporating hydrolyzed collagen peptides, marine-derived collagen, bovine collagen, plant-based collagen-supporting ingredient complexes, or poultry-derived collagen into still, sparkling, or flavored water bases to deliver skin health, joint support, hair strength, and anti-aging nutritional benefits through convenient daily beverage format consumption enabling collagen supplementation within hydration routines without requiring dedicated supplement capsule or powder administration, targeting beauty-from-within wellness beverage occasion consumers.

Market Dynamics:

Driver:

Beauty-From-Within Beverage Trend

Accelerating consumer adoption of ingestible beauty supplement formats positioning nutrition as the foundational driver of skin, hair, and nail health outcomes is driving

substantial collagen water market expansion as health-conscious consumers incorporate collagen beverages into daily wellness routines as accessible beauty supplement delivery formats. Scientific evidence accumulation for oral collagen peptide bioavailability and dermal collagen synthesis stimulation is providing increasingly credible clinical foundations for collagen water health benefit positioning across mainstream and premium retail channels.

Restraint:

Collagen Bioavailability Scientific Debate

Ongoing scientific debate about oral collagen peptide digestive degradation and the evidence strength for specific skin and joint health outcomes from collagen beverage consumption creates consumer skepticism and healthcare professional recommendation hesitation that constrains mainstream adoption beyond wellness supplement enthusiast demographics. Regulatory restrictions on specific anti-aging skin benefit health claims without adequate clinical substantiation limit collagen water marketing communication effectiveness in key consumer market jurisdictions globally.

Opportunity:

Marine Collagen Sustainability Premium

Marine collagen peptide ingredient positioning combining sustainable aquaculture sourcing claims with superior bioavailability data compared to bovine alternatives represents a premium market opportunity enabling collagen water brands to command price premiums while simultaneously addressing sustainability values in consumer segments seeking beauty supplement products aligned with ocean conservation and responsible seafood industry practices beyond conventional bovine collagen supply chain sourcing.

Threat:

Plant-Based Collagen Booster Competition

Rapidly growing plant-based collagen booster beverage category positioning vegan collagen-supporting ingredient complexes including vitamin C, silica, and botanical collagen stimulant compounds as ethical alternatives to animal-derived collagen peptides is creating competitive market dynamics challenging collagen water brands

dependent on animal-derived peptide ingredient positioning. Growing vegan consumer segments seek plant-based collagen beverage alternatives consistent with complete animal product avoidance values across beauty supplement categories.

Covid-19 Impact:

COVID-19 elevated consumer investment in health optimization through functional food and beverage consumption that substantially expanded collagen supplement market awareness and trial as consumers prioritized wellness investment in easily accessible beverage format supplements during extended home wellness routine periods. Post-pandemic beauty supplement mainstream adoption normalization and growing consumer acceptance of functional beverage health benefit delivery continue driving collagen water category expansion across premium grocery and direct-to-consumer e-commerce distribution channels.

The protein-enriched water segment is expected to be the largest during the forecast period

The protein-enriched water segment is expected to account for the largest market share during the forecast period, due to strong consumer demand for multi-benefit functional water products combining collagen peptide skin health benefits with broader protein fortification supporting muscle maintenance, satiety, and active lifestyle nutritional requirements within a single convenient beverage format. This dual-positioning addresses both beauty supplement and sports nutrition consumer motivations in one purchase occasion, generating the broadest addressable consumer base within the collagen water product category.

The bovine collagen segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the bovine collagen segment is predicted to witness the highest growth rate, driven by expanding commercial availability of high-quality traceable grass-fed bovine collagen peptide ingredients with verified type I and type III collagen composition profiles demonstrating the strongest clinical evidence base for skin elasticity and hydration improvement outcomes, combined with cost competitiveness advantages enabling bovine collagen water products to achieve mainstream retail price points accessible to a broader consumer demographic than premium marine collagen alternatives.

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 a well-developed functional beauty beverage market with established collagen water brand presence from Vital Proteins, Ancient Nutrition, and Orgain, strong direct-to-consumer e-commerce beauty supplement distribution infrastructure, and high consumer willingness to invest in daily beauty-from-within supplement beverage routines supported by social media beauty wellness culture.

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 beverage markets with deep consumer cultural investment in ingestible beauty nutrition, rapidly growing collagen beverage consumption in China where beauty supplement drink culture is well-established, and expanding domestic collagen water brand development across Asia Pacific addressing regionally specific flavor and collagen source preferences.

Key players in the market

Some of the key players in Collagen Water Market include Nestlé S.A., PepsiCo Inc., The Coca-Cola Company, Danone S.A., Vital Proteins (Nestlé), Amway Corporation, Glanbia plc, Bulletproof 360, Orgain Inc., Ancient Nutrition, Shiseido Company Limited, Suntory Holdings, Otsuka Holdings, Rejuvenated Ltd., NeoCell (Clorox), Youtheory, Primal Kitchen, and Reserveage Nutrition.

Key Developments:

In March 2026, Vital Proteins (Nestlé) launched a new sparkling marine collagen water range with 10g certified sustainable marine collagen peptides per can targeting premium beauty supplement hydration for active lifestyle and wellness-focused consumers.

In February 2026, Suntory Holdings introduced a clinically substantiated collagen peptide beauty water with published randomized controlled trial evidence demonstrating significant skin elasticity and hydration improvement versus placebo after eight weeks.

In December 2025, Ancient Nutrition expanded its multi-collagen protein water range with a new plant-supported collagen booster format combining bovine peptides with vitamin C, silica, and hyaluronic acid for comprehensive beauty-from-within benefit positioning.

Product Types Covered:

Flavored Collagen Water

Unflavored Collagen Water

Sparkling Collagen Water

Fortified Collagen Beverages

Protein-Enriched Water

Sources Covered:

Bovine Collagen

Marine Collagen

Plant-Based Alternatives

Poultry-Based Collagen

Applications Covered:

Beauty & Skin Health

Joint & Bone Health

Sports Nutrition

General Wellness

Formulations Covered:

Hydrolyzed Collagen

Collagen Peptides

Multi-Functional Blends

Packaging Types Covered:

Bottles

Cans

Sachets

Tetra Packs

Distribution Channels Covered:

Supermarkets

Online Retail

Fitness Centers

Specialty Stores

End Users Covered:

Athletes

Beauty Consumers

Health-Conscious 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 WATER MARKET, BY PRODUCT TYPE

- 5.1 Flavored Collagen Water
- 5.2 Unflavored Collagen Water
- 5.3 Sparkling Collagen Water
- 5.4 Fortified Collagen Beverages
- 5.5 Protein-Enriched Water

6 GLOBAL COLLAGEN WATER MARKET, BY SOURCE

- 6.1 Bovine Collagen
- 6.2 Marine Collagen
- 6.3 Plant-Based Alternatives
- 6.4 Poultry-Based Collagen

7 GLOBAL COLLAGEN WATER MARKET, BY APPLICATION

- 7.1 Beauty & Skin Health
- 7.2 Joint & Bone Health
- 7.3 Sports Nutrition
- 7.4 General Wellness

8 GLOBAL COLLAGEN WATER MARKET, BY FORMULATION

- 8.1 Hydrolyzed Collagen
- 8.2 Collagen Peptides
- 8.3 Multi-Functional Blends

9 GLOBAL COLLAGEN WATER MARKET, BY PACKAGING TYPE

- 9.1 Bottles
- 9.2 Cans
- 9.3 Sachets
- 9.4 Tetra Packs

10 GLOBAL COLLAGEN WATER MARKET, BY DISTRIBUTION CHANNEL

- 10.1 Supermarkets
- 10.2 Online Retail
- 10.3 Fitness Centers
- 10.4 Specialty Stores

11 GLOBAL COLLAGEN WATER MARKET, BY END USER

- 11.1 Athletes
- 11.2 Beauty Consumers
- 11.3 Health-Conscious Consumers

12 GLOBAL COLLAGEN WATER MARKET, BY GEOGRAPHY

- 12.1 North America
 - 12.1.1 United States
 - 12.1.2 Canada
 - 12.1.3 Mexico
- 12.2 Europe
 - 12.2.1 United Kingdom
 - 12.2.2 Germany
 - 12.2.3 France
 - 12.2.4 Italy
 - 12.2.5 Spain
 - 12.2.6 Netherlands
 - 12.2.7 Belgium
 - 12.2.8 Sweden
 - 12.2.9 Switzerland
 - 12.2.10 Poland
 - 12.2.11 Rest of Europe
- 12.3 Asia Pacific
 - 12.3.1 China
 - 12.3.2 Japan
 - 12.3.3 India
 - 12.3.4 South Korea
 - 12.3.5 Australia
 - 12.3.6 Indonesia
 - 12.3.7 Thailand

- 12.3.8 Malaysia
- 12.3.9 Singapore
- 12.3.10 Vietnam
- 12.3.11 Rest of Asia Pacific
- 12.4 South America
 - 12.4.1 Brazil
 - 12.4.2 Argentina
 - 12.4.3 Colombia
 - 12.4.4 Chile
 - 12.4.5 Peru
 - 12.4.6 Rest of South America
- 12.5 Rest of the World (RoW)
 - 12.5.1 Middle East
 - 12.5.1.1 Saudi Arabia
 - 12.5.1.2 United Arab Emirates
 - 12.5.1.3 Qatar
 - 12.5.1.4 Israel
 - 12.5.1.5 Rest of Middle East
 - 12.5.2 Africa
 - 12.5.2.1 South Africa
 - 12.5.2.2 Egypt
 - 12.5.2.3 Morocco
 - 12.5.2.4 Rest of Africa

13 STRATEGIC MARKET INTELLIGENCE

- 13.1 Industry Value Network and Supply Chain Assessment
- 13.2 White-Space and Opportunity Mapping
- 13.3 Product Evolution and Market Life Cycle Analysis
- 13.4 Channel, Distributor, and Go-to-Market Assessment

14 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 14.1 Mergers and Acquisitions
- 14.2 Partnerships, Alliances, and Joint Ventures
- 14.3 New Product Launches and Certifications
- 14.4 Capacity Expansion and Investments
- 14.5 Other Strategic Initiatives

15 COMPANY PROFILES

- 15.1 Nestl? S.A.
- 15.2 PepsiCo, Inc.
- 15.3 The Coca-Cola Company
- 15.4 Danone S.A.
- 15.5 Vital Proteins (Nestl?)
- 15.6 Amway Corporation
- 15.7 Glanbia plc
- 15.8 Bulletproof
- 15.9 Orgain Inc.
- 15.10 Ancient Nutrition
- 15.11 Shiseido Company, Limited
- 15.12 Suntory Holdings
- 15.13 Otsuka Holdings
- 15.14 Rejuvenated Ltd.
- 15.15 NeoCell (Clorox)
- 15.16 Youtheory
- 15.17 Primal Kitchen
- 15.18 Reserveage Nutrition

List Of Tables

LIST OF TABLES

- Table 1 Global Collagen Water Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global Collagen Water Market Outlook, By Product Type (2023-2034) (\$MN)
- Table 3 Global Collagen Water Market Outlook, By Flavored Collagen Water (2023-2034) (\$MN)
- Table 4 Global Collagen Water Market Outlook, By Unflavored Collagen Water (2023-2034) (\$MN)
- Table 5 Global Collagen Water Market Outlook, By Sparkling Collagen Water (2023-2034) (\$MN)
- Table 6 Global Collagen Water Market Outlook, By Fortified Collagen Beverages (2023-2034) (\$MN)
- Table 7 Global Collagen Water Market Outlook, By Protein-Enriched Water (2023-2034) (\$MN)
- Table 8 Global Collagen Water Market Outlook, By Source (2023-2034) (\$MN)
- Table 9 Global Collagen Water Market Outlook, By Bovine Collagen (2023-2034) (\$MN)
- Table 10 Global Collagen Water Market Outlook, By Marine Collagen (2023-2034) (\$MN)
- Table 11 Global Collagen Water Market Outlook, By Plant-Based Alternatives (2023-2034) (\$MN)
- Table 12 Global Collagen Water Market Outlook, By Poultry-Based Collagen (2023-2034) (\$MN)
- Table 13 Global Collagen Water Market Outlook, By Application (2023-2034) (\$MN)
- Table 14 Global Collagen Water Market Outlook, By Beauty & Skin Health (2023-2034) (\$MN)
- Table 15 Global Collagen Water Market Outlook, By Joint & Bone Health (2023-2034) (\$MN)
- Table 16 Global Collagen Water Market Outlook, By Sports Nutrition (2023-2034) (\$MN)
- Table 17 Global Collagen Water Market Outlook, By General Wellness (2023-2034) (\$MN)
- Table 18 Global Collagen Water Market Outlook, By Formulation (2023-2034) (\$MN)
- Table 19 Global Collagen Water Market Outlook, By Hydrolyzed Collagen (2023-2034) (\$MN)
- Table 20 Global Collagen Water Market Outlook, By Collagen Peptides (2023-2034) (\$MN)
- Table 21 Global Collagen Water Market Outlook, By Multi-Functional Blends (2023-2034) (\$MN)

Table 22 Global Collagen Water Market Outlook, By Packaging Type (2023-2034) (\$MN)

Table 23 Global Collagen Water Market Outlook, By Bottles (2023-2034) (\$MN)

Table 24 Global Collagen Water Market Outlook, By Cans (2023-2034) (\$MN)

Table 25 Global Collagen Water Market Outlook, By Sachets (2023-2034) (\$MN)

Table 26 Global Collagen Water Market Outlook, By Tetra Packs (2023-2034) (\$MN)

Table 27 Global Collagen Water Market Outlook, By Distribution Channel (2023-2034) (\$MN)

Table 28 Global Collagen Water Market Outlook, By Supermarkets (2023-2034) (\$MN)

Table 29 Global Collagen Water Market Outlook, By Online Retail (2023-2034) (\$MN)

Table 30 Global Collagen Water Market Outlook, By Fitness Centers (2023-2034) (\$MN)

Table 31 Global Collagen Water Market Outlook, By Specialty Stores (2023-2034) (\$MN)

Table 32 Global Collagen Water Market Outlook, By End User (2023-2034) (\$MN)

Table 33 Global Collagen Water Market Outlook, By Athletes (2023-2034) (\$MN)

Table 34 Global Collagen Water Market Outlook, By Beauty Consumers (2023-2034) (\$MN)

Table 35 Global Collagen Water Market Outlook, By Health-Conscious 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.

I would like to order

Product name: Collagen Water Market Forecasts to 2034 – Global Analysis By Product Type (Flavored Collagen Water, Unflavored Collagen Water, Sparkling Collagen Water, Fortified Collagen Beverages, and Protein-Enriched Water), Source, Application, Formulation, Packaging Type, Distribution Channel, End User, and By Geography

Product link: <https://marketpublishers.com/r/CC8AEAF28DABEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CC8AEAF28DABEN.html>