

# **Nutricosmetics Market Forecasts to 2032 – Global Analysis By Ingredient (Collagen, Carotenoids, Vitamins, Omega-3 Fatty Acids, Minerals, and Probiotics), Grade, Form, Distribution Channel, Application and By Geography**

<https://marketpublishers.com/r/N014A1B1F1A2EN.html>

Date: July 2025

Pages: 200

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

ID: N014A1B1F1A2EN

## **Abstracts**

According to Statistics MRC, the Global Nutricosmetics Market is accounted for \$7.7 billion in 2025 and is expected to reach \$13.0 billion by 2032 growing at a CAGR of 7.7% during the forecast period. Nutricosmetics are defined as ingestible products formulated to improve beauty, skin health, and overall aesthetics from within. These include supplements, powders, functional beverages, and capsules enriched with bioactive compounds such as collagen, hyaluronic acid, vitamins, minerals, and antioxidants. Nutricosmetics target areas like anti-aging, hydration, hair strength, nail growth, and skin elasticity. Unlike topical cosmetics, they work internally through nutritional support. This category bridges the gap between nutrition and beauty, reflecting the concept of “beauty-from-within” through scientifically designed consumable products.

According to a Future Market Insights study, the nutricosmetics market is gaining traction through ingestible supplements for skin and hair health, with growth driven by consumer interest in beauty-from-within solutions and scientific advancements.

Market Dynamics:

Driver:

Growing demand for beauty-from-within

The Nutricosmetics Market is driven by rising consumer interest in “beauty-from-within” products that support skin, hair, and nail health via oral supplements. Fueled by awareness of holistic wellness and anti-aging benefits, vitamins, collagen peptides, and nutraceuticals are increasingly incorporated into daily routines. Social media, influencer campaigns, and health-conscious lifestyles have strengthened adoption. Consumers prefer products that combine aesthetics with functionality, driving demand for scientifically backed formulations. This trend promotes innovation and expansion across global nutricosmetic portfolios.

#### Restraint:

##### Stringent global regulatory frameworks

Strict regulatory frameworks across regions act as a key restraint in the nutricosmetics market. Compliance with FDA, EFSA, and other country-specific regulations on health claims, labeling, and ingredient safety can limit speed to market. Spurred by mandatory clinical validation and quality standards, companies face high costs for product approvals. Additionally, differing regulations across countries create barriers for cross-border distribution, slowing expansion. Smaller players may find it challenging to navigate these frameworks, which restricts rapid growth in the global market.

#### Opportunity:

##### Innovation in collagen-based supplements

An opportunity lies in developing innovative collagen-based supplements targeting skin elasticity, hydration, and anti-aging benefits. Fueled by technological advances, manufacturers are creating bioactive peptides, flavored powders, and ready-to-drink formulations. Increasing consumer preference for plant-based and marine-sourced collagen expands product diversity. Additionally, personalization and functional fortification with vitamins, minerals, and antioxidants enhance appeal. Collaborations with research institutions and clinical trials are driving credibility. This trend enables brands to differentiate and capture a larger share of the growing global nutricosmetics market.

#### Threat:

##### Consumer skepticism limiting adoption

Consumer skepticism regarding efficacy and authenticity of nutricosmetic supplements presents a market threat. Misinformation about results, exaggerated claims, and lack of visible benefits can hinder adoption. Spurred by online misinformation and previous product controversies, some consumers hesitate to invest in premium formulations. Companies are countering this threat through transparent labeling, third-party certifications, and clinical evidence to build trust. Nevertheless, negative perception and limited understanding among certain demographic groups continue to challenge growth, particularly in emerging markets.

#### Covid-19 Impact:

The Covid-19 pandemic influenced the nutricosmetics market by intensifying focus on immunity and overall wellness. Consumers sought products that combine health benefits with aesthetic enhancements, increasing online sales of oral supplements, collagen powders, and beauty nutraceuticals. Fueled by digital marketing and e-commerce expansion, brands were able to reach a broader audience. Supply chain disruptions and raw material shortages caused temporary challenges. Overall, the pandemic reinforced the “inside-out” beauty trend and accelerated adoption of functional supplements worldwide.

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

The collagen segment is expected to account for the largest market share during the forecast period, resulting from growing awareness of its skin, hair, and joint health benefits. Fueled by trends in anti-aging, beauty-from-within, and holistic wellness, collagen peptides, powders, and capsules are widely adopted globally. Innovations in plant-based and marine collagen expand options for consumers seeking vegan or allergen-friendly alternatives. Social media, influencer campaigns, and clinical endorsements further reinforce demand, positioning collagen as the dominant segment in the nutricosmetics market.

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

Over the forecast period, the tablets segment is predicted to witness the highest growth rate, propelled by convenience, precise dosing, and portability. Multi-nutrient formulations, anti-aging complexes, and collagen-fortified tablets are popular for daily consumption. Spurred by urban lifestyles and preference for easy-to-use formats, tablets are favored over powders or drinks. Subscription models, e-commerce availability, and healthcare professional recommendations support growth. The

segment's scalability, shelf stability, and consumer familiarity make it a high-growth form globally in the nutricosmetics market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, attributed to high population density, rising disposable income, and increasing beauty and wellness awareness. Countries like China, Japan, South Korea, and India exhibit strong demand for collagen and other beauty-focused supplements. Fueled by social media influence, urbanization, and e-commerce penetration, consumers increasingly prefer premium, clean-label formulations. Both local and multinational brands are expanding presence, strengthening Asia Pacific's dominance in the nutricosmetics market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with high health consciousness, disposable income, and established preventive healthcare culture. Spurred by demand for clean-label, clinically validated, and plant-based collagen supplements, adoption is rapidly growing. Strong digital marketing, influencer-driven awareness, and subscription-based sales models enhance penetration. Additionally, supportive regulatory frameworks and investment in R&D drive innovation. Consumers in the U.S. and Canada increasingly prioritize functional beauty products, positioning North America as a high-growth region globally.

Key players in the market

Some of the key players in Nutricosmetics Market include Nestlé S.A., Bayer AG, Glanbia plc, DSM Nutritional Products, Amway Corporation, Herbalife Nutrition Ltd., Procter & Gamble Co., Unilever PLC, L'Oréal Group, Shiseido Company Limited, Coty Inc., Beiersdorf AG, Nature's Bounty Co., Pfizer Inc., Abbott Laboratories, Juvena Cosmetics AG, Horphag Research Ltd., and Lonza Group AG.

Key Developments:

In September 2025, Amway Corporation announced the global release of its "Nutralite Beauty Booster" sachets, containing a potent blend of collagen peptides and acerola cherry extract, designed to be mixed into water or smoothies for daily beauty support.

In August 2025, Shiseido Company Limited introduced "SHISEIDO Pure Jelly," a luxury jelly supplement focused on Japanese botanical extracts like green tea and rice bran to protect skin from blue light-induced oxidative stress and improve clarity.

In July 2025, Herbalife Nutrition Ltd. launched a new "Herbalife SKIN" collagen drink in direct-selling channels, combining marine collagen with aloe vera and vitamins to promote skin elasticity and hydration as part of a holistic wellness regimen.

#### Ingredients Covered:

Collagen

Carotenoids

Vitamins

Omega-3 Fatty Acids

Minerals

Probiotics

#### Grades Covered:

High-Grade Nutricosmetics

Mid-Grade Nutricosmetics

Low-Grade Nutricosmetics

#### Forms Covered:

Tablets

Capsules

Softgels

Powders

Gummies & Soft Chews

Drinks

Distribution Channels Covered:

Supermarkets & Hypermarkets

Pharmacies & Drugstores

Specialty Stores

Online / E-commerce

Applications Covered:

Skin Care

Hair Care

Nail Care

Weight Management

Regions Covered:

North America

US

Canada

Mexico

## Europe

Germany

UK

Italy

France

Spain

Rest of Europe

## Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

## South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2024, 2025, 2026, 2028, and 2032
- 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

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