

Plant-Based Beauty Supplements Market Forecasts to 2034 – Global Analysis By Product Type (Collagen Alternatives, Antioxidant Supplements, Biotin Supplements, Herbal Beauty Supplements, Protein Supplements, Multinutrient Beauty Supplements and Other Product Types), Ingredient, Form, Application, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Plant-Based Beauty Supplements Market is accounted for \$1.6 billion in 2026 and is expected to reach \$3.4 billion by 2034 growing at a CAGR of 13.3% during the forecast period. Plant-based beauty supplements are ingestible nutritional products formulated exclusively with vegan, non-animal-derived ingredients designed to enhance aesthetic outcomes including skin hydration, elasticity, hair growth, nail strength, and overall radiance from within. These supplements utilize botanical collagen boosters, plant-derived biotin, algae-sourced omega fatty acids, and antioxidant-rich fruit and vegetable extracts to support the body's natural beauty processes. The technology encompasses plant protein extraction, phytonutrient concentration, and formulation science that ensures bioavailability without synthetic additives or animal derivatives. Plant-based beauty supplements serve consumers embracing clean-label, cruelty-free, and environmentally conscious approaches to beauty and wellness.

Market Dynamics:

Driver:

Vegan lifestyle growth

The accelerating global adoption of vegan, vegetarian, and flexitarian dietary patterns is driving substantial demand for plant-based beauty supplements as consumers extend ethical consumption values from food to personal care and nutrition. Millennials and Generation Z consumers demonstrate a strong preference for cruelty-free, sustainably sourced products across all categories. Social media influencers and celebrity endorsements normalize plant-based beauty routines. End users seek alignment between internal nutrition and external beauty practices. The commercial implication is a structural shift in the beauty supplements category from marine collagen and animal-derived ingredients toward innovative plant-based alternatives that satisfy both efficacy and ethical requirements.

Restraint:

Efficacy perceptions

Persistent consumer skepticism regarding the comparative efficacy of plant-based beauty ingredients relative to established animal-derived alternatives such as marine collagen and keratin represents a significant market barrier. Many consumers associate animal sourcing with higher bioavailability and more dramatic visible results. The relative novelty of plant collagen boosters and bamboo silica means limited long-term user testimonials compared to decades of marine collagen marketing. These perception challenges require substantial consumer education investment and clinical validation to overcome, particularly among older demographics accustomed to traditional beauty supplement formulations.

Opportunity:

Clean beauty convergence

The convergence of ingestible beauty supplements with topical clean beauty products is creating transformative opportunities for integrated beauty-from-within brands that offer cohesive plant-based solutions across skincare, haircare, and nutrition categories. Consumers increasingly recognize the connection between diet, gut health, and skin appearance. Brands that combine topical probiotics with ingestible beauty supplements create synergistic product ecosystems. The clean beauty movement's emphasis on ingredient transparency and sustainability extends naturally to supplement formulations. The commercial momentum favors brands offering holistic plant-based beauty regimens that address internal and external beauty simultaneously.

Threat:

Ingredient supply volatility

The reliance on specialized crops and botanical extracts for plant-based beauty supplement formulations creates supply chain vulnerabilities related to climate variability, crop diseases, and geopolitical trade disruptions. Key ingredients, including bamboo silica, astaxanthin from microalgae, and specific botanical extracts, face concentrated regions. Droughts, floods, and changing weather patterns affect crop yields and quality. These supply uncertainties create price volatility and potential ingredient shortages that disrupt manufacturing schedules and increase costs, potentially compressing margins or forcing reformulation decisions that compromise product consistency.

Covid-19 Impact:

The COVID-19 pandemic initially disrupted plant-based ingredient supply chains, particularly for imported botanicals and algae-derived compounds from Asia. Mid-pandemic, increased health consciousness and time spent on self-care routines accelerated interest in beauty supplements as part of holistic wellness regimens. The crisis highlighted the value of immune-supporting antioxidants and anti-inflammatory botanicals with dual beauty and health benefits. Post-pandemic, sustained emphasis on clean-label, plant-forward nutrition supports continued investment in plant-based beauty supplements as consumers prioritize natural, transparent ingredient sourcing.

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

The collagen alternatives segment is expected to account for the largest market share during the forecast period, due to the central importance of collagen support in the beauty supplements category and the rapid innovation in plant-derived collagen-boosting ingredients that replicate the benefits of marine and bovine sources. Plant collagen alternatives utilize vitamin C, silica, amino acids, and botanical extracts to stimulate the body's endogenous collagen production rather than providing exogenous collagen protein. These formulations appeal to vegan consumers and those with dietary restrictions. End users report improvements in skin elasticity and nail strength. The commercial dominance reflects the segment's alignment with the largest consumer need in beauty supplementation.

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

Over the forecast period, the botanical extracts segment is predicted to witness the highest growth rate, driven by expanding scientific validation of polyphenols, flavonoids, and carotenoids from plants in protecting skin from oxidative damage, supporting collagen synthesis, and improving overall skin radiance. Botanical extracts from sources including green tea, turmeric, grape seed, and rosehip deliver concentrated antioxidant activity. Clean-label consumer preferences favor recognizable plant ingredients over synthetic compounds. The versatility of botanical extracts across capsules, powders, and functional beverages accelerates format innovation. Sustainability credentials of responsibly sourced botanicals resonate with environmentally conscious consumers.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, due to the advanced clean beauty and wellness culture, high consumer spending on premium supplements, extensive vegan and vegetarian populations, and robust direct-to-consumer brand infrastructure. The United States leads with influential plant-based wellness brands, strong social media marketing ecosystems, and early adoption of beauty-from-within concepts. Canada demonstrates comparable consumer preferences with progressive regulatory frameworks. Mexico's growing health-conscious middle class creates emerging demand. The region's sophisticated e-commerce and subscription commerce platforms support niche brand growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to the deep-rooted tradition of botanical beauty and wellness, rapid expansion of clean beauty markets, increasing vegan lifestyle adoption, and growing disposable incomes across China, Japan, South Korea, and India. China's integration of Traditional Chinese Medicine botanicals with modern beauty supplement formats creates unique market offerings. Japan's advanced nutricosmetic culture embraces plant-based ingredients. South Korea's K-beauty influence extends to ingestible beauty trends. India's Ayurvedic heritage supports familiar botanical ingredients. E-commerce platforms enable rapid brand penetration across diverse markets.

Key players in the market

Some of the key players in Plant-Based Beauty Supplements include Nestlé Health Science, Herbalife Ltd., Amway Corporation, Garden of Life, Now Health Group, Inc., The Nature's Bounty Co., HUM Nutrition Inc., Reserveage Nutrition, Vital Proteins LLC, NeoCell Corporation, Swisse Wellness Pty Ltd., Blackmores Limited, Shiseido Co., Ltd., Fancél Corporation, DHC Corporation, Life Extension and Thorne HealthTech, Inc.

Key Developments:

In June 2026, Garden of Life launched a comprehensive plant-based beauty supplement system featuring organic bamboo silica, algae omega fatty acids, and antioxidant fruit blends, achieving clinical validation for skin hydration and elasticity improvements in an eight-week trial.

In May 2026, HUM Nutrition Inc. expanded its vegan beauty supplement line with a new hair growth formulation combining plant-derived biotin, horsetail extract, and amino acids, targeting consumers seeking cruelty-free alternatives to marine collagen products.

In April 2026, Shiseido Co., Ltd. introduced a Japanese botanical beauty supplement range leveraging traditional ingredients including rice ceramides and cherry blossom extracts, combining ancient wisdom with modern extraction technology for enhanced bioavailability.

Product Types Covered:

Collagen Alternatives

Antioxidant Supplements

Biotin Supplements

Herbal Beauty Supplements

Protein Supplements

Multinutrient Beauty Supplements

Other Product Types

Ingredients Covered:

Plant Collagen Boosters

Biotin

Vitamin C

Hyaluronic Acid

Bamboo Silica

Astaxanthin

Botanical Extracts

Other Ingredients

Forms Covered:

Capsules

Tablets

Gummies

Powders

Liquids

Softgels

Applications Covered:

Skin Health

Hair Health

Nail Health

Anti-Aging

Beauty from Within

Overall Wellness

Distribution Channels Covered:

Online Retail

Pharmacies

Health and Wellness Stores

Supermarkets and Hypermarkets

Beauty Specialty Stores

Direct Sales

End Users Covered:

Women

Men

Adults

Geriatric Population

Beauty and Wellness Professionals

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)

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