

Collagen Supplements Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Form (Pills & Gummies, Powder, Liquid/Drinks), By Distribution Channel (Pharmacy, Online Store, Specialty Store), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global Collagen Supplements Market has valued at USD 2.02 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.10% through 2028. The global collagen supplements market has experienced significant growth in recent years, driven by increasing consumer awareness of the health benefits associated with collagen consumption. Collagen is a protein found in the human body, particularly in the skin, bones, and connective tissues, and it plays a crucial role in maintaining skin elasticity, joint health, and overall body structure.

Key Market Drivers

Increasing Health Consciousness

In an era marked by heightened health awareness, individuals across the globe are actively seeking ways to optimize their well-being. This collective consciousness about health is driving a surge in demand for products that promise holistic benefits. Among these products, collagen supplements have emerged as a frontrunner, experiencing significant growth. In recent years, there has been a notable shift in consumer attitudes towards health. People are no longer content with simply treating symptoms; they are adopting a proactive approach to wellness. Collagen, a naturally occurring protein in the human body, has been identified as a fundamental element for maintaining skin, joint,

and bone health. As consumers seek comprehensive solutions for their health concerns, collagen supplements have gained prominence for their potential to address multiple facets of well-being. Collagen's connection to beauty and wellness has significantly contributed to its popularity. Consumers understand that radiant skin, strong nails, and healthy hair are not only aesthetic concerns but also indicators of overall health. Collagen's role in promoting skin elasticity and hydration, along with strengthening hair and nails, makes it a desirable supplement for those pursuing a holistic approach to beauty and wellness. The global demographic landscape is changing, with a growing aging population. As individuals age, they often face various health challenges, including joint discomfort, reduced mobility, and bone health issues. Collagen has garnered attention as a promising solution for mitigating these age-related concerns. Health-conscious consumers are increasingly turning to collagen supplements to help them age gracefully and maintain an active lifestyle. Prevention is better than cure—an adage that resonates strongly with today's health-conscious consumers. People are investing in their health to prevent ailments and maintain vitality throughout their lives. Collagen supplements are perceived as a preventive measure to support joint health, skin elasticity, and overall vitality. This preventive mindset is driving consistent and long-term demand for collagen products. Celebrities and social media influencers often play a pivotal role in shaping consumer choices. Many influencers promote collagen supplements as part of their beauty and wellness routines, showcasing the potential benefits to their followers. This trend has further amplified awareness about collagen and its positive impact on health, contributing to its market growth. The collagen supplements market has diversified its product offerings to cater to various consumer preferences. Individuals can choose from collagen powders, capsules, gummies, and liquid formulations, allowing them to incorporate collagen into their daily routines in a way that suits their lifestyles. This diversity has expanded the market's reach and appeal.

Aging Population

The global population is experiencing a significant demographic shift, with a substantial increase in the number of elderly individuals. This aging population presents both challenges and opportunities for various industries, including the health and wellness sector. Among the products benefiting from this trend, collagen supplements have gained remarkable traction. As individuals age, they often encounter a range of health challenges, including joint stiffness, skin aging, and diminished bone density. Collagen, a protein found naturally in the body, plays a vital role in maintaining skin elasticity, joint flexibility, and bone strength. Aging consumers are increasingly turning to collagen supplements as a means of addressing these age-related concerns and maintaining

their overall well-being. One of the most common issues faced by the elderly is joint discomfort and reduced mobility. Collagen supplements are believed to support joint health by promoting the production of cartilage and reducing inflammation. As the aging population seeks ways to remain active and independent for longer, collagen's potential benefits for joint health make it an attractive choice. Collagen is closely associated with skin health and youthful appearance. With advancing age, the skin tends to lose its elasticity and develop wrinkles. Collagen supplements are increasingly seen as a natural approach to rejuvenate the skin from within. Aging individuals are keen to maintain a youthful appearance, making collagen a sought-after solution in the beauty and wellness sector. Osteoporosis, a condition characterized by weakened bones, is a prevalent concern among the elderly. Collagen is a vital component of bone structure, and its supplementation is believed to help maintain bone density. As the aging population seeks ways to prevent fractures and improve bone health, collagen supplements are gaining traction as a preventative measure. Today's elderly population is more active and engaged in maintaining a healthy lifestyle than ever before. These individuals are proactive about their health, seeking ways to stay fit and vital in their later years. Collagen supplements, with their potential benefits for joint health, skin elasticity, and overall vitality, align perfectly with the goals of active aging. Healthcare professionals are increasingly recognizing the potential benefits of collagen supplementation for their aging patients. Doctors and specialists often recommend collagen supplements to address specific health concerns related to aging, further bolstering market growth. The collagen supplements market has responded to the demands of the aging population by offering a wide array of product formulations. These include collagen powders, capsules, gummies, and liquid supplements, allowing consumers to choose the format that best suits their preferences and needs.

Beauty and Cosmetic Industry Integration

The beauty and cosmetic industry have long been at the forefront of innovation and consumer trends. One notable recent development is the integration of collagen supplements into beauty and skincare routines. This synergy between the beauty and wellness sectors has given rise to a surge in demand for collagen supplements, reshaping the global market. The concept of 'beauty from within' has gained significant traction in recent years. Consumers are increasingly recognizing that true beauty extends beyond surface-level skincare and cosmetics. Instead, it encompasses overall health, radiance, and vitality. Collagen supplements, which are ingested to promote skin elasticity, hydration, and overall skin health, perfectly align with this holistic approach to beauty. Aging is a universal concern, and the beauty industry thrives on offering solutions to combat its visible signs. Collagen is a key component of the skin's structure,

and its decline contributes to wrinkles and sagging skin. Collagen supplements, touted for their ability to replenish and stimulate collagen production, have become sought-after anti-aging tools in the beauty arsenal. Many dermatologists now endorse collagen supplements as part of a comprehensive skincare regimen. Their professional backing enhances consumer trust and encourages individuals to incorporate collagen into their daily beauty routines. This professional endorsement is a significant driver of market growth. The beauty and cosmetic industry have embraced collagen as an active ingredient. Collagen is incorporated into various skincare products, such as creams, serums, masks, and even makeup. These products promise to enhance skin hydration, firmness, and overall radiance, offering consumers a complete beauty solution that complements their collagen supplement intake. Celebrities and social media influencers often set trends and have significant influence over consumer choices. Many celebrities endorse collagen supplements as part of their beauty and wellness routines, sparking interest among their followers. This celebrity-driven trend has further amplified collagen's popularity in the beauty sector. The beauty and cosmetic industry operate on a global scale, with products reaching consumers in every corner of the world. By integrating collagen supplements into skincare and beauty lines, manufacturers have expanded their reach, making these products accessible to a broader demographic. Consumers are increasingly health-conscious, seeking products that offer both aesthetic and wellness benefits. Collagen supplements bridge the gap between beauty and health, appealing to individuals who want to address both concerns simultaneously. This holistic approach to well-being contributes to the sustained growth of the collagen supplements market.

E-commerce Growth

The global marketplace is witnessing a transformation in the way consumers shop, with e-commerce playing a pivotal role in this shift. This digital revolution has not only changed how we buy everyday items but has also fueled the growth of various industries, including the health and wellness sector. E-commerce platforms provide unparalleled accessibility and convenience to consumers. With just a few clicks, individuals can explore a vast array of collagen supplement products, compare prices, read reviews, and make informed purchase decisions. This convenience encourages more people to explore and purchase collagen supplements, thereby expanding the market's reach. E-commerce platforms allow retailers to offer an extensive range of collagen supplement products, catering to diverse consumer preferences. Whether it's collagen powders, capsules, gummies, or liquid formulations, online shoppers can easily find the specific product that aligns with their lifestyle and dietary requirements. This variety encourages product discovery and caters to a broader audience. E-

commerce websites typically provide detailed product information, including ingredient lists, usage instructions, and customer reviews. This transparency empowers consumers to make well-informed decisions about the collagen supplements they intend to purchase. As consumers become more health-conscious, access to such information becomes crucial in building trust and driving sales. E-commerce platforms facilitate the sharing of user-generated content, such as product reviews and recommendations. These reviews can play a significant role in influencing purchase decisions. Positive testimonials and personal success stories related to collagen supplements can inspire potential buyers and contribute to market growth. Many e-commerce platforms offer subscription models that allow consumers to receive regular deliveries of their preferred collagen supplements. This convenience ensures that individuals never run out of their chosen product, promoting continued usage and loyalty. The subscription model has become a popular sales strategy for collagen supplement brands. E-commerce transcends geographical boundaries, enabling collagen supplement manufacturers to reach a global audience. This worldwide accessibility is particularly beneficial for niche and specialty products, as it allows brands to tap into markets they might not have reached through traditional retail channels. E-commerce often results in competitive pricing as consumers can easily compare prices from different sellers. This price transparency benefits consumers and drives healthy competition among collagen supplement manufacturers. Lower prices or value-added deals can incentivize consumers to make purchases, further boosting market growth. E-commerce platforms collect vast amounts of data on consumer preferences and behaviors. Collagen supplement brands can leverage this data to tailor their marketing efforts, targeting specific demographics and creating personalized product recommendations. Data-driven marketing strategies can significantly enhance sales and brand loyalty.

Key Market Challenges

Regulatory Complexity

One of the foremost challenges in the collagen supplements market is navigating the complex web of regulations and standards. Different regions have varying regulations regarding dietary supplements, and manufacturers must ensure compliance with each jurisdiction's requirements. This can be a significant barrier to entry and expansion in global markets, often requiring extensive legal and regulatory expertise.

Quality Control and Product Purity

Ensuring the quality and purity of collagen supplements is paramount to consumer

safety and trust. However, maintaining consistent product quality can be challenging, especially when sourcing collagen from different suppliers. Contaminants, inconsistent potency, and the risk of adulteration are ongoing concerns that manufacturers must vigilantly address.

Scientific Research and Health Claims

While there is a growing body of scientific research supporting the benefits of collagen supplements, the market is still in the process of substantiating some health claims. Regulatory bodies often require robust clinical trials to validate health claims, which can be time-consuming and expensive. Manufacturers must invest in research to establish the efficacy of their products.

Competition and Branding

The collagen supplements market is becoming increasingly competitive, with numerous brands vying for consumer attention. Differentiating products through effective branding and marketing strategies is a challenge. Building brand trust and loyalty in a crowded marketplace is an ongoing effort that requires creativity and consumer education.

Key Market Trends

Plant-Based Collagen Alternatives

As sustainability and ethical sourcing gain prominence, the demand for plant-based collagen alternatives is on the rise. These alternatives, often derived from ingredients like fruits, vegetables, and algae, offer consumers a cruelty-free and environmentally friendly option. Expect to see more plant-based collagen supplements and fortified products entering the market.

Collagen for Gut Health

The gut-health connection is gaining recognition, and collagen is emerging as a potential ally in maintaining a healthy gut. Collagen peptides may support gut lining integrity and overall digestive health. As research in this area advances, we can anticipate an increase in collagen supplements marketed for their digestive benefits.

Collagen for Sports Nutrition

Collagen's role in joint health makes it an attractive option for athletes and fitness enthusiasts. Collagen supplements are expected to gain traction in the sports nutrition market, where they may be positioned as essential for post-workout recovery, joint support, and injury prevention.

Collagen Beauty Beverages

Collagen-infused beverages are becoming increasingly popular in the beauty and wellness industry. These drinks offer a convenient and enjoyable way to consume collagen, often combining it with other beneficial ingredients like vitamins and antioxidants. Expect to see more collagen beauty beverages, from collagen-infused water to collagen-packed smoothies, on the market.

Segmental Insights

Form Insights

Based on the category of Form, the global market revenue was predominantly dominated by pills and gummies in 2022, which were favored by consumers for their simplicity as collagen supplements. The growth of this segment during the forecast period can be attributed to the increasing demand for pills and gummies collagen supplements and a rising trend in dietary supplement consumption. Additionally, the segment's growth is expected to be fueled by consumers' growing preference for dietary supplements and their desire for enhanced muscle growth post-exercise.

The forecast period is expected to see the powder form of collagen supplements experiencing the highest growth, driven by increasing demand. Factors such as the rising demand for collagen supplements, increasing disposable incomes, and evolving lifestyles contribute to the expansion of this segment. Powder collagen supplements, being the most popular type, can be easily mixed with water or various types of juices and come in a variety of flavors. These supplements are known for strengthening hair, bones, joints, and nails, as well as improving gut health and digestion. As a result, their demand is anticipated to rise in the near future, leading to significant growth in this segment throughout the forecast period.

Distribution Channel Insights

Based on the category of Distribution Channel, the pharmacy sector emerged as the dominant force in the market. This was driven by the increasing customer preference for

collagen supplements available through pharmacy channels, primarily due to the sustainability advantages offered by pharmacies compared to other distribution methods. As a result, this segment is expected to exhibit growth over the evaluation period.

From 2023 to 2028, the online retail channel is anticipated to experience the most rapid expansion. Collagen supplements are available at competitive prices through online stores, making them an attractive option for consumers. Online retailers also offer various advantages, including discounts, free shipping, and other promotional offers. Additionally, the convenience of exchange or return policies provided by online platforms further entices consumers towards making more online purchases.

Regional Insights

In 2022, North America played a pivotal role in contributing the largest share to the market, primarily due to the robust demand for collagen supplements in both the United States and Canada. Additionally, the market in this region benefited from the growth in the aging population, which further fueled its expansion. Moreover, the sports nutrition industry's increasing appetite for collagen supplements has been a significant driver of growth in North America. Furthermore, the industry is expected to experience substantial growth over the forecast period, propelled by rising per capita consumption of collagen supplements and an increased demand for imports.

Looking ahead, the Asia Pacific region is poised to achieve an impressive CAGR from 2023 to 2028. This remarkable growth can be attributed to the surging demand for collagen supplements in the region. The rise in disposable income levels, particularly in countries like China and India, among others, is a key factor propelling the growth of this segment. Furthermore, the growing popularity of marine-based collagen supplements is also contributing to the expansion of the market in the Asia Pacific region. Consequently, the collagen supplements market is expected to exhibit substantial growth throughout the forecast period in this region.

Key Market Players

Optimum Nutrition Inc

BioTechUSA

TCI Co Ltd

Further Food

Vital Proteins LLC

Hunter and Gather Foods

Shiseido Co Ltd.

Clorox Co/The

Bountiful Co/The

Codeage LLC

Report Scope:

In this report, the Global Collagen Supplements Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Collagen Supplements Market, By Form:

Pills & Gummies

Powder

Liquid/Drinks

Collagen Supplements Market, By Distribution Channel:

Pharmacy

Online Store

Specialty Store

Collagen Supplements Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Collagen Supplements Market.

Available Customizations:

Global Collagen Supplements market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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