

North America Collagen Peptides Market Forecast to 2030 –Regional Analysis – by Source (Bovine, Porcine, Poultry, Marine, And Others), Form (Dry and Liquid), Application (Food & Beverages, Pharmaceuticals & Nutraceuticals, Personal Care, and Others)

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Abstracts

The North America collagen peptides market is expected to grow from US\$ 284.54 million in 2023 to US\$ 404.67 million by 2030. It is estimated to grow at a CAGR of 5.2% from 2023 to 2030.

Strategic Development Initiatives by Key Market Players is Fuels North America collagen peptides market.

Collagen peptide manufacturers across the world are investing significantly in strategic development initiatives such as product innovation, mergers & acquisitions, and expansion of their businesses to attract many consumers and enhance their market position. They increasingly invest in product innovation to expand their customer base and meet emerging consumer trends. Additionally, with increasing demand, Vida Glow announced an expansion in the US market in the same month. Moreover, collagen peptide is now increasingly used by animal nutrition manufacturers to enhance the quality of pet food with nutritional enrichment. Such product innovations help collagen peptides extend its reach and gain a competitive edge in international markets.

Various end-use industries are adopting business expansion strategies and scaling production capacity to provide better customer satisfaction. For instance, in July 2020, Rousselot and Giusto Faravelli announced a distribution partnership in Italy, effective

from October 2020. Under this partnership, Faravelli distributes food and pharmaceutical gelatins, hydrolyzed collagens, and biomedical gelatins across Italy. Thus, expanding businesses to other regions or countries to cater to the increasing demand by consumers drives the market growth. Such development strategies by collagen peptide manufacturers extend their reach and gain a competitive edge in international markets.

North America Collagen Peptides Market Overview

North America is one of the prominent regions for the collagen peptides market due to the increasing preference for consuming nutraceuticals such as functional foods and beverages and dietary supplements. Pandemic-weary consumers are prioritizing health and nutrition and increasingly shifting to functional foods, drinks, and related dietary supplements. Nutrition Business Journal put the US functional food/drink sales at US\$ 83 billion in 2021, up 6.8% versus 2020. Moreover, according to an IRI survey of SNAP shoppers, eating more healthfully is now a top priority for two-thirds (63%) of the 42 million Americans enrolled in the US Department of Agriculture's Supplemental Nutrition Assistance Program (SNAP). Functional foods and beverages containing collagen peptides play a pivotal role in strengthening skin and providing elasticity and hydration to the skin. They also help retain the integrity of cartilage that protects joints. Therefore, benefits associated with the collagen peptides intake, coupled with changing consumer preferences and behavior, have fueled the demand for collagen peptide-based nutraceuticals across the region. As a result, many major players in the nutritional ingredients sector are focusing on expansion and increasingly adopting strategic planning. For instance, in December 2020, Gelita AG acquired Turkish gelatin producer SelJel. Through this joint venture, Gelita AG would strengthen its position in the collagen peptides market. Therefore, the rising adoption of strategic initiatives by the key players has further strengthened the collagen peptides industry's growth.

North America Collagen Peptides Market Revenue and Forecast to 2030 (US\$ Million)

North America Collagen Peptides Market Segmentation

The North America collagen peptides market is segmented into source, form, application, and country.

Based on source, the North America collagen peptides market is segmented into bovine, porcine, poultry, marine, and others. The bovine segment registered the largest North America collagen peptides market share in 2023.

Based on form, the market is segmented into dry and liquid. The dry segment held a larger North America collagen peptides market share in 2023.

Based on application, the North America collagen peptide market is segmented into food & beverages, pharmaceuticals & nutraceuticals, personal care, and others. The pharmaceuticals & nutraceuticals segment held the largest North America collagen peptide market share in 2023.

Based on country, the North America collagen peptide market is segmented into the US, Canada, and Mexico. the US dominated the North America collagen peptide market share in 2023.

GELITA AG; Rousselot BV; Tessengerlo Group NV; BioCell Technology LLC; Weishardt Holding SA; Nippi Collagen NA Inc; and Nitta Gelatin India Ltd are the leading companies operating in the collagen peptide market in the region.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:

4. NORTH AMERICA COLLAGEN PEPTIDES MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 North America Expert Opinion
- 4.4 Ecosystem Analysis
 - 4.4.1 Raw Materials
 - 4.4.2 Production Process
 - 4.4.3 End-Use Industries

5. NORTH AMERICA COLLAGEN PEPTIDES MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Wide Application Scope

5.1.2 Strategic Development Initiatives by Key Market Players

5.2 Market Restraints

5.2.1 Safety Concerns and Stringent Regulations Related to Consumption of Collagen Peptides

5.3 Market Opportunities

5.3.1 Surging Demand for Marine-Sourced Collagen Peptides

5.4 Future Trends

5.4.1 Escalating Trend of Using Collagen Peptides in Personal Care and Nutricosmetics

5.5 Impact Analysis of Drivers and Restraints

6. COLLAGEN PEPTIDES – NORTH AMERICA MARKET ANALYSIS

6.1 Collagen Peptides Market Overview

6.2 North America Collagen Peptides Market –Revenue and Forecast to 2030 (US\$ Million)

7. NORTH AMERICA COLLAGEN PEPTIDES MARKET ANALYSIS – BY SOURCE

7.1 Overview

7.2 North America Collagen Peptides Market, By Source (2022 and 2030)

7.3 Bovine

7.3.1 Overview

7.3.2 Bovine: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

7.4 Porcine

7.4.1 Overview

7.4.2 Porcine: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

7.5 Poultry:

7.5.1 Overview

7.5.2 Poultry: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

7.6 Marine:

7.6.1 Overview

7.6.2 Marine: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

7.7 Others

7.7.1 Overview

7.7.2 Others: North America Collagen Peptides Market– Revenue and Forecast to 2030 (US\$ Million)

8. NORTH AMERICA COLLAGEN PEPTIDES MARKET ANALYSIS – BY FORM

8.1 Overview

8.2 North America Collagen Peptides Market, By Form (2022 and 2030)

8.3 Dry

8.3.1 Overview

8.3.2 Dry: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

8.4 Liquid

8.4.1 Overview

8.4.2 Liquid: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

9. NORTH AMERICA COLLAGEN PEPTIDES MARKET ANALYSIS – BY APPLICATION

9.1 Overview

9.2 North America Collagen Peptides Market, By Application (2022 and 2030)

9.3 Food and Beverages

9.3.1 Overview

9.3.2 Food and Beverages: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

9.4 Pharmaceuticals and Nutraceuticals

9.4.1 Overview

9.4.2 Pharmaceuticals and Nutraceuticals: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

9.5 Personal Care

9.5.1 Overview

9.5.2 Personal Care: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

9.6 Others

9.6.1 Overview

9.6.2 Others: North America Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

10. NORTH AMERICA COLLAGEN PEPTIDES MARKET – COUNTRY ANALYSIS

10.1 Overview

10.2 North America: Collagen Peptides Market

10.2.1 North America: Collagen Peptides Market, by Key Country

10.2.1.1 US: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

10.2.1.1.1 US: Collagen Peptides Market, By Source

10.2.1.1.2 US: Collagen Peptides Market, By Form

10.2.1.1.3 US: Collagen Peptides Market, by Application

10.2.1.2 Canada: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

10.2.1.2.1 Canada: Collagen Peptides Market, By Source

10.2.1.2.2 Canada: Collagen Peptides Market, By Form

10.2.1.2.3 Canada: Collagen Peptides Market, by Application

10.2.1.3 Mexico: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

10.2.1.3.1 Mexico: Collagen Peptides Market, By Source

10.2.1.3.2 Mexico: Collagen Peptides Market, By Form

10.2.1.3.3 Mexico: Collagen Peptides Market, by Application

11. COMPANY PROFILES

11.1 GELITA AG

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Rousselot BV

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

11.2.6 Key Developments

11.3 Tessengerlo Group NV

11.3.1 Key Facts

- 11.3.2 Business Description
- 11.3.3 Products and Services
- 11.3.4 Financial Overview
- 11.3.5 SWOT Analysis
- 11.3.6 Key Developments
- 11.4 BioCell Technology LLC
- 11.4.1 Key Facts
- 11.4.2 Business Description
- 11.4.3 Products and Services
- 11.4.4 Financial Overview
- 11.4.5 SWOT Analysis
- 11.4.6 Key Developments
- 11.5 Weishardt Holding SA
- 11.5.1 Key Facts
- 11.5.2 Business Description
- 11.5.3 Products and Services
- 11.5.4 Financial Overview
- 11.5.5 SWOT Analysis
- 11.5.6 Key Developments
- 11.6 Nippi Collagen NA Inc
- 11.6.1 Key Facts
- 11.6.2 Business Description
- 11.6.3 Products and Services
- 11.6.4 Financial Overview
- 11.6.5 SWOT Analysis
- 11.6.6 Key Developments
- 11.7 Nitta Gelatin India Ltd
- 11.7.1 Key Facts
- 11.7.2 Business Description
- 11.7.3 Products and Services
- 11.7.4 Financial Overview
- 11.7.5 SWOT Analysis
- 11.7.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners
- 12.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Collagen Peptides Market –Revenue and Forecast to 2030 (US\$ Million)

Table 2. North America Collagen Peptides Market, by Source – Revenue and Forecast to 2030 (US\$ Million)

Table 3. North America Collagen Peptides Market, by Form – Revenue and Forecast to 2030 (US\$ Million)

Table 4. North America Collagen Peptides Market, by Application – Revenue and Forecast to 2030 (US\$ Million)

Table 5. US Collagen Peptides Market, Source – Revenue and Forecast to 2030 (US\$ Million)

Table 6. US Collagen Peptides Market, Form – Revenue and Forecast to 2030 (US\$ Million)

Table 7. US Collagen Peptides Market, by Application – Revenue and Forecast to 2030 (US\$ Million)

Table 8. Canada Collagen Peptides Market, By Source – Revenue and Forecast to 2030 (US\$ Million)

Table 9. Canada Collagen Peptides Market, By Form – Revenue and Forecast to 2030 (US\$ Million)

Table 10. Canada Collagen Peptides Market, by Application – Revenue and Forecast to 2030 (US\$ Million)

Table 11. Mexico Collagen Peptides Market, By Source – Revenue and Forecast to 2030 (US\$ Million)

Table 12. Mexico Collagen Peptides Market, By Form – Revenue and Forecast to 2030 (US\$ Million)

Table 13. Mexico Collagen Peptides Market, by Application – Revenue and Forecast to 2030 (US\$ Million)

Table 14. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. North America Collagen Peptides Market Segmentation
- Figure 2. North America Collagen Peptides Market Segmentation – By Country
- Figure 3. North America Collagen Peptides Market Overview
- Figure 4. Bovine Source Segment Held the Largest Market Share in 2022
- Figure 5. The US Held the Largest Market Share in 2022
- Figure 6. Porter's Five Forces Analysis
- Figure 7. North America Expert Opinion
- Figure 8. Ecosystem: North America Collagen Peptides Market
- Figure 9. North America Collagen Peptides Market Impact Analysis of Drivers and Restraints
- Figure 10. North America: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)
- Figure 11. North America Collagen Peptides Market Revenue Share, By Source (2022 and 2030)
- Figure 12. Bovine: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 13. Porcine: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 14. Poultry: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 15. Marine: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 16. Others: North America Collagen Peptides Market– Revenue and Forecast To 2030 (US\$ Million)
- Figure 17. North America Collagen Peptides Market Revenue Share, By Form (2022 and 2030)
- Figure 18. Dry: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 19. Liquid: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 20. North America Collagen Peptides Market Revenue Share, By Application (2022 and 2030)
- Figure 21. Food and Beverages: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)
- Figure 22. Pharmaceuticals and Nutraceuticals: North America Collagen Peptides

Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 23. Personal Care: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 24. Others: North America Collagen Peptides Market – Revenue and Forecast To 2030 (US\$ Million)

Figure 25. North America: Collagen Peptides Market Revenue ,by Key Country (2022 and 2030)(US\$ Million)

Figure 26. North America: Collagen Peptides Market Revenue Share, by Key Country (2022 and 2030)

Figure 27. US: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 28. Canada: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

Figure 29. Mexico: Collagen Peptides Market – Revenue and Forecast to 2030 (US\$ Million)

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