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North America Gelatin Market Size and Forecast (2021 - 2031) Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Bovine, Porcine, Poultry, Marine, Other Sources) and Application (Food and Beverages, Pharmaceuticals and Nutraceuticals, Personal Care and Cosmetics, Other Applications)

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Abstracts

The North America gelatin market is projected to grow significantly, reaching an estimated US$ 1,328.24 million by 2031, up from US$ 975.65 million in 2024. This growth reflects a compound annual growth rate (CAGR) of 4.5% from 2025 to 2031, indicating a robust demand for gelatin products in the region.

Executive Summary and Market Analysis

North America has established itself as a pivotal center for innovation in gelatin and functional ingredients, driven by increasing consumer preferences for clean-label, protein-rich, and health-oriented products. The market is influenced by various industry events that highlight product innovation and scientific advancements. For instance, Gelita AG has introduced Peptiplus Collagen Peptides and Geliko kosher Gelatin, which are specifically designed for health and performance applications. These products are particularly appealing to formulators of high-protein beverages, gummies, and fortified nutrition products.

The demand for specialty gelatins is on the rise, as they enhance the absorption of pills, improve heat resistance, and provide superior texture for pharmaceutical capsules and functional confections. The North American gelatin market is characterized by a strong

regulatory framework, a commitment to high-quality sourcing, and ongoing investments in research and development, positioning it as a mature and innovation-driven segment within the global gelatin industry.

Strategic Insights

Market Segmentation Analysis

The North America gelatin market can be segmented based on the source of gelatin and its applications.

- Source Segmentation: The market is divided into bovine, porcine, poultry, marine, and other sources. As of 2024, the porcine segment holds the largest market share, reflecting its widespread use in various applications.

- Application Segmentation: The applications of gelatin are categorized into food and beverages, pharmaceuticals and nutraceuticals, personal care and cosmetics, and others. The food and beverages segment is the largest contributor to the market, driven by the increasing incorporation of gelatin in various food products.

Market Outlook

The changing dietary preferences, heightened health awareness, and a growing aging population are key factors driving the demand for fortified food and beverages. These products are enriched with additional nutrients, vitamins, or minerals to enhance their nutritional value and address specific health concerns. Gelatin is particularly well-suited for fortification applications due to its ability to serve as a carrier for added nutrients and supplements.

In recent years, the rising consumer awareness regarding nutrition and wellness has led to an increased demand for functional foods and supplements. Fortified food and beverages are designed to meet this demand by providing products that target specific health needs, such as bone health, joint support, and skin rejuvenation. Gelatin, being a versatile and easily digestible protein, is widely used in fortified products, including functional snacks, dairy items, and beverages, to enhance their nutritional profiles.

Moreover, gelatin offers manufacturers and formulators the flexibility needed for product development, enabling the creation of innovative fortified formulations that cater to diverse consumer preferences. For example, in March 2023, Gelita launched a fast-setting gelatin named CONFIXX, which revolutionizes the production of fortified gummies. This new gelatin allows for starch-free gummy production while achieving a sensory profile previously only possible with starch-based processes. Whether in the form of fortified gummies, collagen-infused beverages, or protein bars, gelatin enhances the texture, mouthfeel, and nutritional value of fortified food and beverage products, thereby driving consumer acceptance. Consequently, the increasing demand for fortified food and beverages is expected to introduce new trends in the gelatin market in the coming years.

Country Insights

The North America gelatin market is comprised of the United States, Canada, and Mexico, with the US holding the largest market share as of 2024. The US gelatin market is witnessing steady growth, fueled by the rising demand for gelatin in functional foods, nutraceuticals, pharmaceuticals, and clean-label confectionery products. As consumer preferences shift towards natural and protein-enriched formulations, companies are investing in innovation and expansion to meet these evolving market expectations.

For instance, in April 2023, Gelita USA announced the expansion of its Iowa facility to boost production capacity for both food-grade gelatin and collagen peptides, reinforcing its commitment to domestic supply and high-quality sourcing, which enhances traceability in gelatin manufacturing. Additionally, in October 2024, Rousselot introduced StabiCaps, a new pharmaceutical-grade gelatin solution aimed at improving the stability and performance of softgel capsules under varying humidity conditions, addressing challenges faced by pharmaceutical formulators regarding shelf-life and bioavailability.

Company Profiles

Key players in the North America gelatin market include GELITA AG, Nitta Gelatin Inc, ITALGEL S.r.l., Trobas Gelatine B.V, Jellice Pioneer Europe B.V, Halavet Food Industry and Trade Inc., Foodmate Co Ltd, Henan E-King Gelatin Co., Ltd, BDF Natural Ingredients SL, Weishardt Holding SA, Darling Ingredients Inc, Lapi Gelatine SpA, Ewald-Gelatine GmbH, Nippi Inc, and Tessenderlo Group NV, among others. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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Contents

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9. NORTH AMERICA GELATIN MARKET - COUNTRY ANALYSIS

10. COMPETITIVE LANDSCAPE

11. INDUSTRY LANDSCAPE

12. COMPANY PROFILES

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List Of Tables

LIST OF TABLES

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List Of Figures

LIST OF FIGURES

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