

# **North America Hydrolyzed Collagen Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Source (Bovine, Porcine, Poultry, Marine, and Others) and Application (Food and Beverages, Pharmaceuticals and Nutraceuticals, Personal Care, and Others)**

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## **Abstracts**

The North America hydrolyzed collagen market was valued at US\$ 268.30 million in 2022 and is expected to reach US\$ 357.56 million by 2028; it is estimated to grow at a CAGR of 4.9% from 2022 to 2028.

### **Strategic Development Initiatives by Key Market Players**

Hydrolyzed collagen manufacturers across the North America 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. In March 2022, with increasing demand, Vida Glow announced an expansion in the US market in the same month. Moreover, hydrolyzed collagen is now increasingly used by animal nutrition manufacturers to enhance the quality of pet food with nutritional enrichment.

Various end-use industries are adopting business expansion strategies and scaling production capacity to provide better customer satisfaction. In 2023, Sanara MedTech Inc., a medical technology company focused on developing and commercializing transformative technologies to improve clinical outcomes and reduce healthcare expenditures in the surgical, chronic wound and skincare markets, acquired certain

assets related to its collagen products business. The acquisition of proprietary assets (the “Asset Acquisition”) from Applied Nutritionals, LLC, The Hymed Group Corporation, and Dr. George Petito (collectively, the “Sellers”) is a major milestone for Sanara’s strategy to own the intellectual property, including trade secrets, for its hydrolyzed collagen products. Such development strategies by hydrolyzed collagen manufacturers extend their reach and gain a competitive edge in international markets.

## North America Hydrolyzed Collagen Market Overview

North America is one of the prominent regions for the hydrolyzed collagen 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 hydrolyzed collagen 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 hydrolyzed collagen intake, coupled with changing consumer preferences and behavior, have fueled the demand for hydrolyzed collagen-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.

## North America Hydrolyzed Collagen Market Revenue and Forecast to 2028 (US\$ Million)

### North America Hydrolyzed Collagen Market Segmentation

The North America hydrolyzed collagen market is segmented based on source, application, and country. Based on source, the North America hydrolyzed collagen market is segmented into bovine, porcine, poultry, marine, and others. The bovine segment held the largest market share in 2022.

Based on application, the North America hydrolyzed collagen market is segmented into food and beverages, pharmaceuticals and nutraceuticals, personal care, and others. The pharmaceuticals and nutraceuticals segment held the largest market share in 2022.

Based on country, the North America hydrolyzed collagen market is segmented into the US, Canada, and Mexico. The US dominated the North America hydrolyzed collagen market share in 2022.

Gelita AG; Rousselot BV; Nitta Gelatin Inc.; ConnOils LLC; Norland Products LLC; Tessenderlo Group NV; Titan Biotech Ltd; and Viscofan DE GmbH are the leading companies operating in the North America hydrolyzed collagen market.

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