

Type II Collagen Market Set to Reach \$302.9M by 2031, Driven by Joint Health and Aging Trends | DataM Intelligence

Type II Collagen gains traction in health, beauty, and fitness sectors, supported by aging demographics and demand for sustainable, science-backed solutions.

AUSTIN, TX, UNITED STATES, June 12, 2025 /EINPresswire.com/ -- The [Type II Collagen market](#) was valued at approximately US\$214.5 million in 2023 and is anticipated to grow steadily, reaching around US\$302.9 million by 2031. This represents a healthy compound annual growth rate (CAGR) of 4.4% over the forecast

period. Type II Collagen is primarily known for its vital role in joint health, particularly in cartilage repair and inflammation reduction. It is most commonly sourced from chicken sternum and cartilage, with applications in supplements, functional foods, pharmaceuticals, and cosmetics.

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Driven by rising joint disorders and wellness trends, the Type II Collagen Market, valued at US\$214.5M in 2023, is set to expand 4.4% CAGR through 2031, with strong demand in the U.S. and Japan.”

DataM Intelligence



The rising prevalence of joint-related issues, especially osteoarthritis, is significantly fueling market demand. Additionally, the increasing popularity of wellness routines, preventive care, and natural alternatives to pharmaceuticals is driving consumer interest in collagen-based products.

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Growth Drivers & Market Trends

1. Aging Population and Joint Health Awareness

As the global population ages, joint degeneration has become a widespread issue. Many aging individuals are turning to natural supplements to maintain mobility and reduce joint discomfort. Type II Collagen, known for its anti-inflammatory properties and ability to support cartilage regeneration, has emerged as a popular solution.

2. Fitness and Sports Nutrition Demand

Athletes and physically active individuals are seeking supplements that aid recovery and performance. Type II Collagen helps maintain joint flexibility and reduce post-exercise soreness. This has created a substantial niche within the sports nutrition segment, with collagen-based products gaining shelf space next to protein powders and creatine.

3. Clean-Label and Natural Product Trends

Consumers are increasingly demanding natural and clean-label supplements, free from synthetic additives. This trend aligns well with collagen products, especially those marketed as non-GMO, organic, and sustainably sourced. Brands that emphasize ethical sourcing and transparency have a distinct competitive edge.

4. Rise of Plant-Based and Hybrid Alternatives

While traditional Type II Collagen is animal-derived, there is growing demand for plant-based or hybrid solutions. Though plant-based products don't contain actual collagen, they can stimulate the body's own collagen production. This opens up opportunities for innovation to target ethically conscious and vegan consumers.

Regional Outlook

North America

North America remains the dominant market for Type II Collagen, driven by its strong healthcare infrastructure, high consumer awareness, and aging population. The United States, in particular, has seen a surge in demand for joint-health supplements. Collagen products have gained popularity not only among older adults but also among younger fitness enthusiasts. The trend toward grass-fed and sustainably sourced ingredients is also shaping purchasing decisions.

Europe

Europe represents a mature market with a strong emphasis on ethical consumption and sustainable sourcing. The region has shown growing interest in plant-based collagen boosters and hybrid products that combine animal and plant-based ingredients. The regulatory environment is favorable for clean-label and health-focused supplements, further supporting the market.

Asia-Pacific

Asia-Pacific is a fast-growing market, with countries like Japan, China, South Korea, and India showing robust demand. Rising disposable incomes, expanding aging populations, and

increasing health consciousness are major contributors. Japan, in particular, is known for its innovation in collagen-based cosmetics and functional foods. The region is also a hub for marine and alternative collagen sources, making it a dynamic and competitive landscape.

Competitive Landscape

BioCell Technology, LLC

Vital Proteins

Rousselot

DSM-Firmenich

Chondrex, Inc.

Titan Biotech Ltd.

Takara Bio Inc.

KOKEN CO., LTD.

REPROCELL Inc.

Lonza Group

Market Segmentation:

By Form: Dry, Liquid.

By Source: Bovine, Porcine, Poultry, Others.

By Application: Food and beverage, Pharmaceuticals, Cosmetics, Others.

By Region: North America, Latin America, Europe, Asia Pacific, Middle East, and Africa.

Latest News – USA

The United States has remained at the forefront of collagen product innovation. Recently, new product formats like collagen-infused beverages, snack bars, and chewable gummies have gained popularity. Several top wellness brands have collaborated with retail chains to expand reach, while startups are focusing on direct-to-consumer subscriptions.

Additionally, U.S. consumers are showing a heightened interest in “beauty-from-within” products, combining collagen with vitamins, antioxidants, and other skincare nutrients. This crossover between beauty and health supplements is opening new market avenues and contributing to the rapid expansion of collagen-based SKUs in health and wellness aisles.

Latest News – Japan

In Japan, collagen continues to be a key component of beauty and anti-aging products. Marine collagen remains dominant, but Type II Collagen is gaining traction in joint health categories, especially among middle-aged and senior populations. Japanese consumers are highly informed and place strong emphasis on clinical efficacy, driving demand for scientifically validated collagen products.

One of the latest trends in Japan includes ready-to-drink collagen beverages and collagen-enriched functional foods. Local companies are also investing in personalized nutrition platforms that recommend collagen intake based on individual health profiles. These developments are setting Japan apart as a leader in collagen innovation and consumer-focused product design.

Conclusion

The Type II Collagen market is on a steady growth trajectory, fueled by global aging trends, rising awareness of joint health, and expanding applications in sports nutrition and beauty. With evolving consumer preferences and regional innovations, companies that prioritize transparency, sustainability, and clinical validation will be best positioned for success.

As ethical and plant-based lifestyles grow in popularity, the market is likely to diversify further, introducing hybrid and alternative solutions. In the meantime, North America and Asia-Pacific, particularly the U.S. and Japan, will continue to drive market momentum with product innovation and consumer engagement.

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