

Collagen Drinks Market to Rise at CAGR of 8.3% to Reach US\$ 3,431.1 Million by 2035: Fact.MR Study

Global collagen drinks market grows as wellness trends rise, driven by functional blends, sustainable sourcing, and beauty-from-within demand.

ROCKVILLE, MD, UNITED STATES,
September 24, 2025 /

EINPresswire.com/ -- The global [collagen drinks market](#) is projected to grow substantially, reaching USD 3,431.1 million by 2035, up from USD 1,545.8 million in 2025. Over the forecast period (2025–2035), the market is expected to expand at a CAGR of 8.3%.



Worldwide demand for collagen drinks has surged, driven by increasing consumer awareness of wellness and nutritional benefits. Once primarily marketed as a “beauty-from-within” product, collagen drinks are now recognized as a mainstream functional beverage category, appealing to a broader health-conscious audience.

What Are the Key Drivers of the Collagen Drinks Market?

The collagen drinks market is being propelled by growing consumer interest in functional wellness, particularly in countries such as the United States, China, Japan, Germany, and the United Kingdom. In these markets, the “beauty-from-within” concept and preventive health solutions are gaining strong traction. Well-established nutraceutical R&D ecosystems, combined with sophisticated retail infrastructure, facilitate the commercialization of new formulations and support their rapid adoption among both mainstream and premium consumer segments.

Regions including North America, Europe, and Asia-Pacific are placing greater emphasis on certified, clean-label ingredients. This focus has strengthened consumer trust in brands that demonstrate compliance and sustainability. In particular, marine-based collagen—known for its higher bioavailability and environmentally responsible sourcing—has gained popularity,

reflecting the market's shift toward products that are both effective and eco-friendly.

Regional Trends in the Collagen Drinks Market

Asia-Pacific leads the collagen drinks market, driven by high consumer awareness of “beauty-from-within” products, government support for functional foods, and rising disposable incomes. China is seeing mass adoption through national health campaigns and local nutraceutical brands, often featuring marine collagen. Japan benefits from strong regulatory support for clinical validation, while South Korea's K-beauty trends and India's and ASEAN's growing middle-class markets and e-commerce adoption boost demand.

In Europe, growth is fueled by clean-label claims, organic certification, and sustainable sourcing. Germany and France dominate with high-end, dermatology-backed products, while the U.K., Italy, and Nordic countries see rising adoption via online subscriptions and pharmacies. Marine collagen is particularly favored due to eco-friendly sourcing and enhanced absorption.

North America is expanding rapidly, supported by venture-backed startups, subscriptions, and strong e-commerce platforms in the U.S. and Canada. Sustainable sourcing and clean-label certification are key drivers of consumer trust.

Latin America, led by Brazil and Mexico, benefits from growing beauty and wellness awareness and expanding pharmacy retail. The Middle East & Africa are emerging markets, driven by urbanization, online retail access, and rising interest in premium wellness drinks.

Competitive Analysis

The collagen drinks market is highly competitive, with leading players including Shiseido Company Limited, Meiji Holdings Co. Ltd., Nestlé S.A., Kino Biotech Co. Ltd., Kirin Holdings Co. Ltd., AmorePacific Corporation, Bottles Science Ltd., Swisse, Vitabiotics, Neocell, Heivy, By-Health, Revive, Pola, and Amway.

Competition primarily revolves around formulation innovation, ingredient sourcing, functional blends, and delivery formats. Companies are leveraging advanced hydrolysis, flavor masking, and stability systems to improve absorption rates and deliver sustained performance benefits.

Established players are strengthening their presence through retail pharmacy chains, e-commerce platforms, and partnerships with healthcare providers. Strategic alliances increasingly focus on proprietary peptide technologies and synergistic collagen formulations. Integration with co-actives like hyaluronic acid, vitamin C, probiotics, and adaptogens provides additional differentiation, targeting not only beauty but also joint health, sports recovery, and preventive wellness.

Collaborations between nutraceutical companies, clinical research institutions, and sustainable

raw material suppliers are reshaping competitive dynamics, emphasizing innovation and sustainability in the functional beverage sector.

Recent Development

In 2025, Shiseido expanded The Collagen brand with three ingestible formats: a ready-to-drink beverage, tablets, and a powder that can be added to food or drinks.

Request Collagen Drinks Market Draft Report -

https://www.factmr.com/connectus/sample?flag=S&rep_id=11034

For more on their methodology and market coverage, visit - <https://www.factmr.com/about-company>

Segmentation of Collagen Drinks Market

By Source :

Bovine

Marine/Fish

Porcine

Poultry

Multi-source Blends

Vegan-positioned Boosters

By Collagen Type :

By Collagen Type

Type I

Type II

Type III

By Beverage Format :

Ready-to-Drink Bottles

Concentrates/Syrups

Functional Waters

Dairy/Alt-Dairy Bases

Coffee/Tea Beverages

Juice/Nectar Blends

By Flavor :

Citrus

Berry

Tropical

Orchard

Dessert/Indulgent

Coffee/Tea Variants

Botanical/Herbal

Unflavored

By Packaging :

PET Bottles

Glass Bottles

Aluminum Cans

Tetra Cartons

Shot Vials/Ampoules

By Consumer Demographics :

Women

Men

By Distribution Channel :

Online

E-commerce Platform

Company Website

Offline

Supermarkets

Pharmacies

Specialty Stores

Convenience

By Region :

North America

Latin America

Western Europe

Eastern Europe

East Asia

South Asia & Pacific

Middle East & Africa

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Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by FactMR. No AI-generated statistics or speculative data have been introduced. This

story is designed to support manufacturers, healthcare providers, and wellness brands in recognizing the Collagen Drinks industry as a major growth and innovation sector for the coming decade.

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