



WILLOWS INGREDIENTS

Collagen: From Beauty Staple to Wellness Essential

Not too long ago, collagen was the go-to ingredient for glowing skin and glossy hair. Fast-forward to 2025, and it's clear that collagen has evolved, it's no longer just about beauty; it's about broad-spectrum wellbeing. Think joint health, gut resilience, muscle recovery and healthy ageing. It's no surprise, then, that demand is booming.

Market snapshot:

- **Market Growth:** The European collagen market was valued at USD 3.6 billion in 2023 and is projected to grow at a CAGR of 10.1% from 2024 to 2030, driven by increased health awareness and demand for collagen-based products in cosmetics and healthcare sectors.
- **Product Innovation:** Companies are introducing hydrolyzed collagen peptides sourced from bovine and marine origins, catering to the rising demand in the food & beverage and personal care industries.
- **Regulatory Developments:** The European Food Safety Authority (EFSA) has updated guidelines for collagen use in food products, ensuring safety and quality standards are met across the region.

Source: *Verified Market Reports / Insight Space Inc*

Why the surge?

It's partly down to shifting consumer priorities. Yes, we all still want to look good, but more of us want to feel good, for longer. That means energy, mobility, and resilience, not just fine-line prevention.

We're also seeing the rise of a new collagen consumer: one who is informed, demanding and results-focused. They want products that:

- Support healthy ageing from the inside out
- Offer clinically backed and science-driven benefits
- Target multiple functions (think joint, gut, and skin)
- Fit into a long-term health and prevention mindset



What are the most popular formats?

Powders still dominate, but we're seeing exciting growth in:

- Collagen waters and Functional ready-to-drink beverages
- Gummies
- Gel sticks
- Snack bars
- Even collagen popcorn.....

And importantly, transparency matters. Consumers want to know where their collagen comes from; Farmed fish? Grass-fed bovine? Sustainably sourced chicken? Trust is built through clear sourcing and quality assurance.

If you need help in choosing reliable co-packers or any other industry guidance let us know and we can help you choose from our extensive network.

At **Willows Ingredients**, we don't just supply collagen — we supply confidence; for example with our

- **ASC-Certified Hydrolysed Fish Collagen from Vinh Wellness**
- **Collagen Tripeptide GPX-4™ Advanced Peptides**
- **Essential Hydrolysed Bovine Collagen from Pepcol Collagen**
- **Undenatured Chicken Collagen Type II for targeted joint health**

We help our customers respond to current demand with insight-led strategies, solid market understanding, and an uncompromising commitment to quality sourcing. Let's talk about how collagen fits into your product portfolio, and how we can help you deliver the results today's consumers expect for your brand.



Request a Sample

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