

# J Sights Corporation

## Collagen Powder Market Trends and Outlook

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We, J Sights Corporation, handle collagen powder sourced from Europe and Brazil. While collagen is generally well known for its association with beauty products, the collagen powder we deal with is a functional protein. Its functionality lies in its ability to retain both water and oil, with minimal water separation when heated. It is primarily used in processed meat products for various purposes, such as improving yield and productivity, reducing costs, enhancing texture, and enriching umami and flavor. Additionally, due to its high protein content, it contributes to increasing the protein value of the final product. As Japan continues to experience an aging population, there is potential for collagen powder to be used in a wider range of products beyond processed meat, making it a product with high expectations for our company.



Jamón Ibérico - from Spain

This report outlines the current market trends and outlook for collagen powder. The content is based on information obtained from several suppliers with whom our company is affiliated. Please note that graphs and illustrations are not included in this report.

Based on supplier interviews, the Japanese collagen powder market is estimated to be around 800 metric tons annually, which is not large. However, demand has remained stable at this level for the past decade, making it a highly steady market. The product's price is significantly influenced by the cost of raw materials such as porcine, bovine, and poultry skins. The raw material crisis of porcine skins in 2023 caused a sharp rise in pork collagen powder prices. However, prices have now



returned to pre-crisis levels. The reason for this price stabilization is the weakened demand from the gelatin industry, which holds a 60% share of global porcine skin procurement. During the porcine skin crisis, the gelatin industry increased prices, prompting end users to switch to alternative

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products. As a result, many European gelatin manufacturers still hold surplus inventory. This trend of reducing excess stock is expected to continue for approximately another year, leading to stable prices for porcine skins and pork collagen powder.

Demand from processed meat manufacturers, the primary users of collagen powder, has been slightly sluggish. Financial reports indicate that many companies are experiencing increased revenue but declining profits. This is likely due to their inability to fully pass on rising raw material and labor costs despite implementing price hikes. However, some companies have managed to achieve increased profits compared to the previous year, suggesting that demand is likely to stabilize moving forward.



As outlined above, the collagen powder market is currently stable in terms of both supply and pricing, and our company expects this stability to continue. This presents an ideal opportunity for developing new products using various types of collagen powder and for introducing collagen powder to new industries. We aim to promote our products to a wider customer base and contribute to a richer dietary culture in Japan.



J Sights Corporation is committed to supporting Japan's rich food culture by supplying high-quality food ingredients. Please feel free to [CONTACT US](#) for more details.