

J Sights Corporation

Market Research Report on Functional Collagen Powder

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Contact: Honda

1. About Novapron

Novapron, our beef collagen powder supplier, is a subsidiary of JBS S/A, the world's largest livestock company. It is internationally recognized for its expertise in animal protein processing. Headquartered in São Paulo, Brazil, Novapron develops and manufactures innovative, high-functional protein ingredients. Its collagen products, particularly for meat processing applications, are widely distributed across Europe, North America, and Asia.

2. Market Reactions from Proposal Activities

Through proposal activities to several new prospective customers, we gained insights into the current perception and actual usage of collagen powder in the market. While awareness of collagen powder itself is generally high within the meat processing industry, its specific functional applications compared to other proteins (e.g., egg white, soy protein, carrageenan) are not yet widely established.

We also found that unless there are clear challenges in the existing production process, manufacturers tend to be cautious about introducing new materials. That said, both production and R&D teams showed strong interest in the functional benefits of collagen, indicating solid understanding and expectations.

We believe the main barrier to adoption is the lack of a clear image of how to use it. Going forward, it will be important to share specific examples and clearly demonstrate the benefits of collagen powder.

3. Functional Benefits of Collagen Powder

The collagen powder we supply offers the following benefits:

- Yield improvement:

Allows more final product (e.g., ham, sausage) from the same amount of meat when mixed with water and collagen powder. In some recipes, 100g of raw meat can produce up to 250g of product.

- Enhanced texture and juiciness:

Helps retain moisture and fat, improving texture over time and contributing to overall sensory quality.

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- Quality consistency:

Improves uniformity even when raw material quality varies and enhances sliceability.

- Cost efficiency:

Reduces meat usage and contributes to lower production costs per unit.

- Protein enrichment:

Enables high-protein product formulations, suitable for health-oriented applications.

4. Distribution and Potential in the Japanese Market

In Japan, pork-derived collagen is the most common, while beef collagen powder remains limited in volume. Plant-based proteins like soy are also widely used, largely due to their cost advantages.

Chicken-derived collagen powder is virtually absent from the Japanese market. Our beef collagen powder pairs particularly well with beef-based items such as patties or meatballs and may also be highly evaluated in frozen or ready-to-eat products that demand consistent texture and quality.

Through our recent proposal activities, we found that most meatballs in the Japanese market are made from chicken. Therefore, by using our beef-derived collagen powder, we see an opportunity to differentiate our offering from pork-derived alternatives. We believe this functional advantage can be effectively leveraged in our future proposals.

5. Our Future Direction


We aim to strengthen our offering of functional protein-based ingredients and expand our proposal activities within the food industry. For beef collagen powder, we intend to lead early market adoption by highlighting its strong functionality and safety.

Our priority is to ensure a clear understanding of the material's characteristics and benefits among industry professionals. We will continue to deliver accurate information and practical suggestions in a sincere and steady manner.

If you are interested, please feel free to contact us.

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