

J Sights Corporation

Hands-on Review: Protein Drinks & Jellies Compared

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Following our "edible" collagen report, we are now analyzing "drinkable" protein. We compared popular protein-fortified products from retail stores with our imported raw materials to evaluate their characteristics. Are you getting enough protein?

1. Our Product Lineup

Our core strength is **Animal Collagen Peptide** (Avg. Molecular Weight: 2,000–4,000 Da). These high-dispersity powders offer excellent solubility and minimal flavor interference, ideal for beverages, jellies, and beauty foods.

- **Bovine (2,000 Da / Fine):** Exceptional solubility and neutral flavor. Perfect for hot/cold beverages and beauty products.
- **Bovine (2,000 Da / Granular):** Optimal flowability for granules and supplements. Ensures stability during stick-filling and powder design.
- **Porcine (4,000 Da / Fine):** Provides natural elasticity for jellies and gummies. Suitable for bovine-restricted markets without compromising transparency.
- **Porcine (2,000 Da / Granular):** Versatile for beverages with easy formulation adjustment. Pairs excellently with diverse flavor profiles.

* Our supplier will exhibit at [IFIA in May 2026](#). Please contact us to view actual samples.

* We also offer **Marine Collagen** for beauty-focused or bovine/porcine-free markets.

2. Product Lineup for Comparison



Category	Main Ingredients	Characteristics
Protein Drinks	Whey / Soy Protein	Most common with high awareness. Key challenges include distinct aftertaste, solubility, and rising whey costs.

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商品群	使用原料	特徴
Protein Jellies	Gelatin-derived Protein / Amino Acids	Collagen-blend ensures the clarity and smooth mouthfeel unique to jelly products.
Protein Bars	Whey / Soy / Essential Amino Acids / Collagen	High portability. Strong flavors like chocolate effectively mask whey/soy notes while providing satiety.
Beauty Protein	Collagen Peptide (Bovine/Porcine/Marine)	Minimal flavor interference and fast absorption. Ideal for premium branding (e.g., Marine) and FFC* applications.
Meal Replacement	Whey / Soy / Collagen / Fiber	Collagen improves both "drinkability" and "satiety," offering high growth potential for diverse market targets.

3. Staff Reviews: Solubility is the Game Changer!

Through a lively tasting session—mixing drinks and sharing jellies—several key insights emerged:

- **The Challenge of Solubility:**

"Some products require significant time to dissolve, making a shaker essential."

In contrast, our **Collagen Peptide** surprised everyone with its rapid solubility and minimal odor. While whey and soy offer high nutrition, texture and aftertaste remain hurdles. Collagen's strength lies in its ability to dissolve instantly without compromising flavor.

Dissolves instantly with a quick stir.

Best suited for shakers to ensure smooth mixing.



- **Convenience vs. Flavor:**

"Stick jellies are easier to sustain since there's no cleanup." Many whey products use strong flavors (e.g., Hojicha, Chocolate) to mask the base ingredient's distinct notes. Meanwhile, collagen offers higher design flexibility due to low flavor interference, making it accessible even for those who dislike traditional protein.



- **Surprisingly Quick Effects?:**

"I feel lighter after the intake!"

While anecdotal, the energy boost from a steak or the next-day glow from a collagen-rich meal (like *Suppon* hot pot) suggests protein's vital role in recovery and maintenance. This explains why protein drinks have such loyal repeaters despite the initial hurdles..

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4. Partnering for Your Ideal Product Development

This tasting session reaffirmed several key insights:

- While whey protein currently dominates the market, its unique taste and preparation requirements mean the target audience is still somewhat limited.
- There is significant potential to reach a broader demographic by improving sensory appeal and ease of use.
- Leveraging the unique properties of Collagen Peptide opens doors for innovation across diverse product categories.

As whey prices continue to rise, utilizing animal-based collagen, which offers a stable supply, enables product development with greater flexibility in flavor, form, and cost.



Overcoming R&D Challenges Together

Common hurdles like "persistent whey aftertaste," "maintaining jelly clarity while increasing protein," or "complaints regarding powder solubility" are part of daily life in product development. To address these practical bottlenecks developers face, our suppliers' Application Teams provide optimized formulations based on three pillars: raw material characteristics, processing conditions, and flavor design. We support you through every step, from prototyping to mass production.

On a personal note, I'm still searching for a truly delicious, natural, protein-fortified morning soup—a gap in the market we'd love to help you fill!

In an aging society with a growing global population, the market for "sustainable and accessible" protein will only expand. We invite you to explore our lineup and start a conversation with us.

[Feel Free to Contact us!](#)

Stay tuned for more tasting reports from our food-obsessed team as we continue our quest for the perfect ingredients!