



Collagen Stewardship Alliance

2025 Information Deck



Our Core Team



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Our Mission:

To promote the collagen category worldwide and steward responsible, sustainable growth.

The Need for CSA:


The Collagen Stewardship Alliance provides an objective voice raising awareness of collagen and its benefits, tracking data and insights, reaching out to a broad range of associations, academia and media, and working with government groups, the healthcare community and the industry – globally.

Objectives:

1. Create a central point of contact and hub for the collagen category, that drives global standards and brings growth for alliance members.
2. To steward responsible and sustainable growth of the global collagen category, ensuring responsible companies are celebrated and those who seek to exploit the category are not rewarded.
3. Engage and educate consumers, media and other stakeholders on collagen, providing a unified front and megaphone for good science, ingredients and products.



Initiatives:

- Promote and attribute the science supporting collagen
 - Promote product quality and appropriate testing
 - Be an objective industry voice for collagen and collagen containing products, to consumers, government, retailers and healthcare professionals
 - Interact with trade and consumer media to promote greater awareness of collagen
 - Work with academia and research organizations for clinical scientific projects
 - Present data and insights on collagen ingredient, products and the category
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Consumer Insight Reports

Powered by Industry Transparency Center

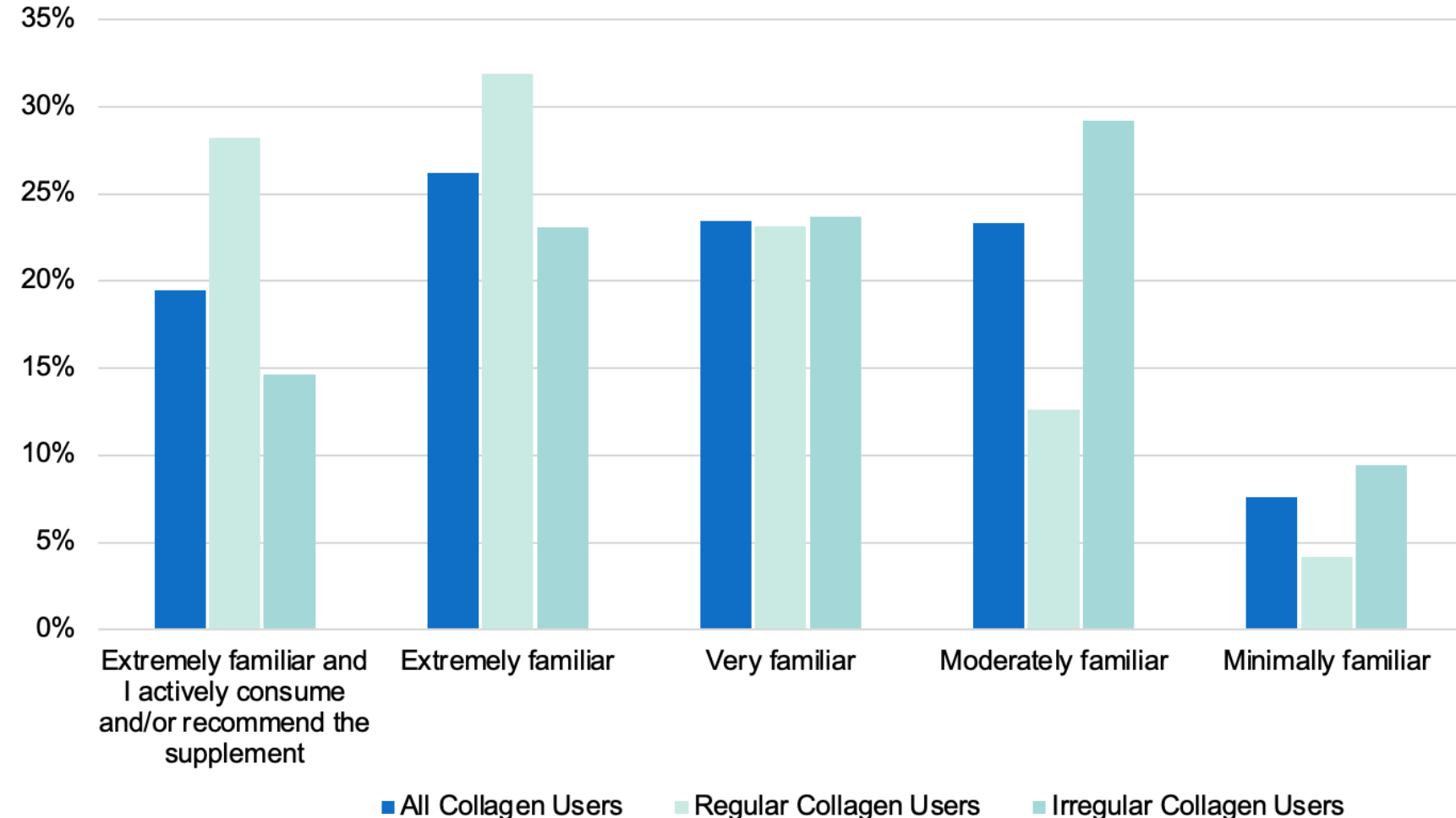


SUPPLEMENT USER FAMILIARITY WITH COLLAGEN



KEY ITC INSIGHT:

- Regular collagen users who are highly familiar with the ingredient are almost twice the irregular users as is the case with most categories. On the contrary, irregular users moderately familiar with the supplemental are almost twice the regular users – this is the education/familiarity conundrum
- These findings imply an association between the user's knowledge of the ingredient and the level of usage routine

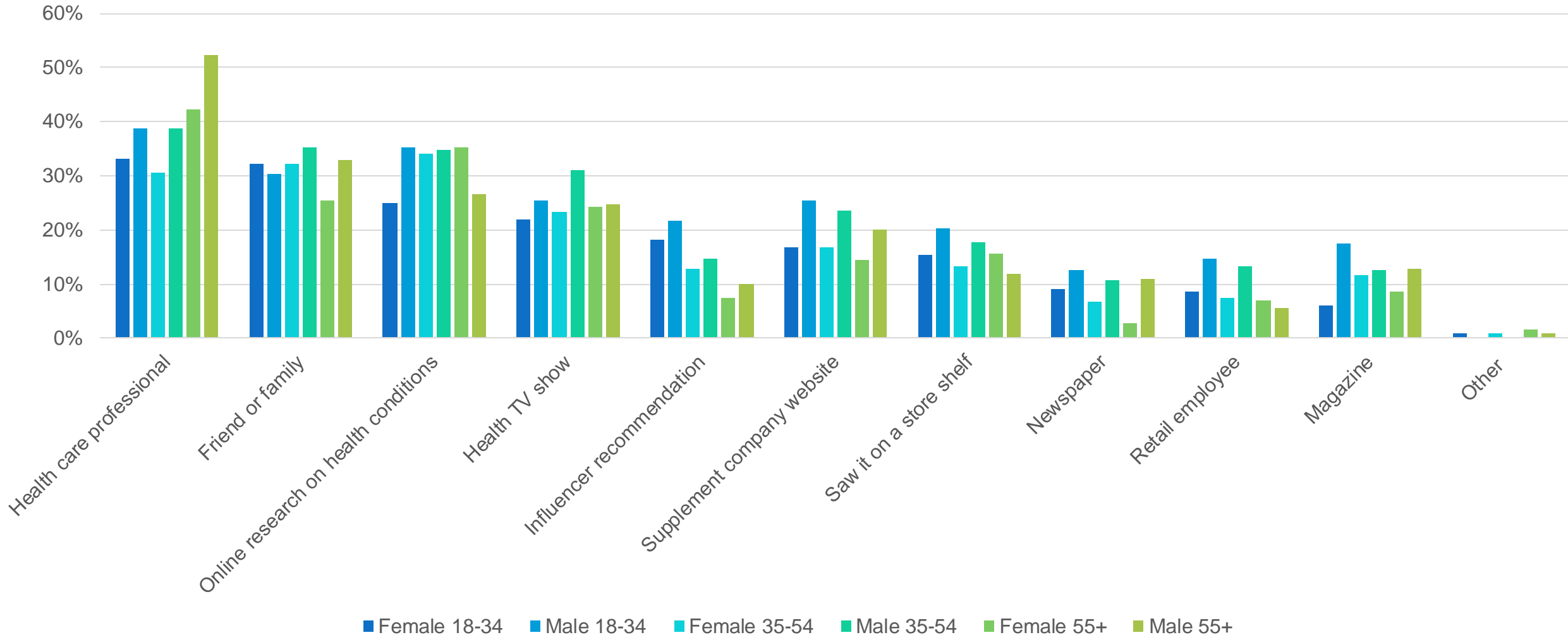


SOURCE OF COLLAGEN KNOWLEDGE: AGE & GENDER



Key Insight:

- When sorting by age & gender the health care professional influence stands out even more, the top response from all but females 35-54 who instead mark online research number one.



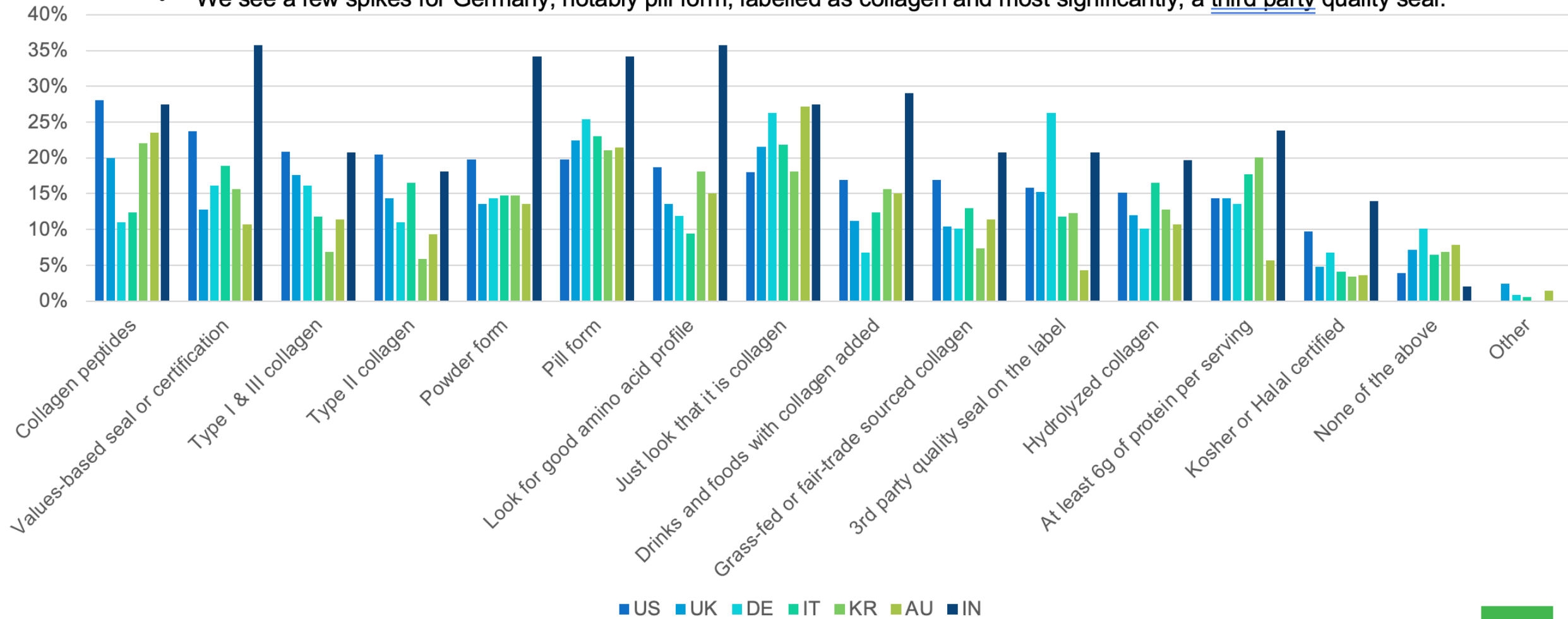


COLLAGEN LABEL CHARACTERISTICS: COUNTRY



Key Insights:

- This chart is indexed on US results.
- Results vary, with most label characteristics seeing responses in the 15% to 20% ranges.
- Indian respondents have the highest response rates across the board.
- We see a few spikes for Germany, notably pill form, labelled as collagen and most significantly, a third party quality seal.



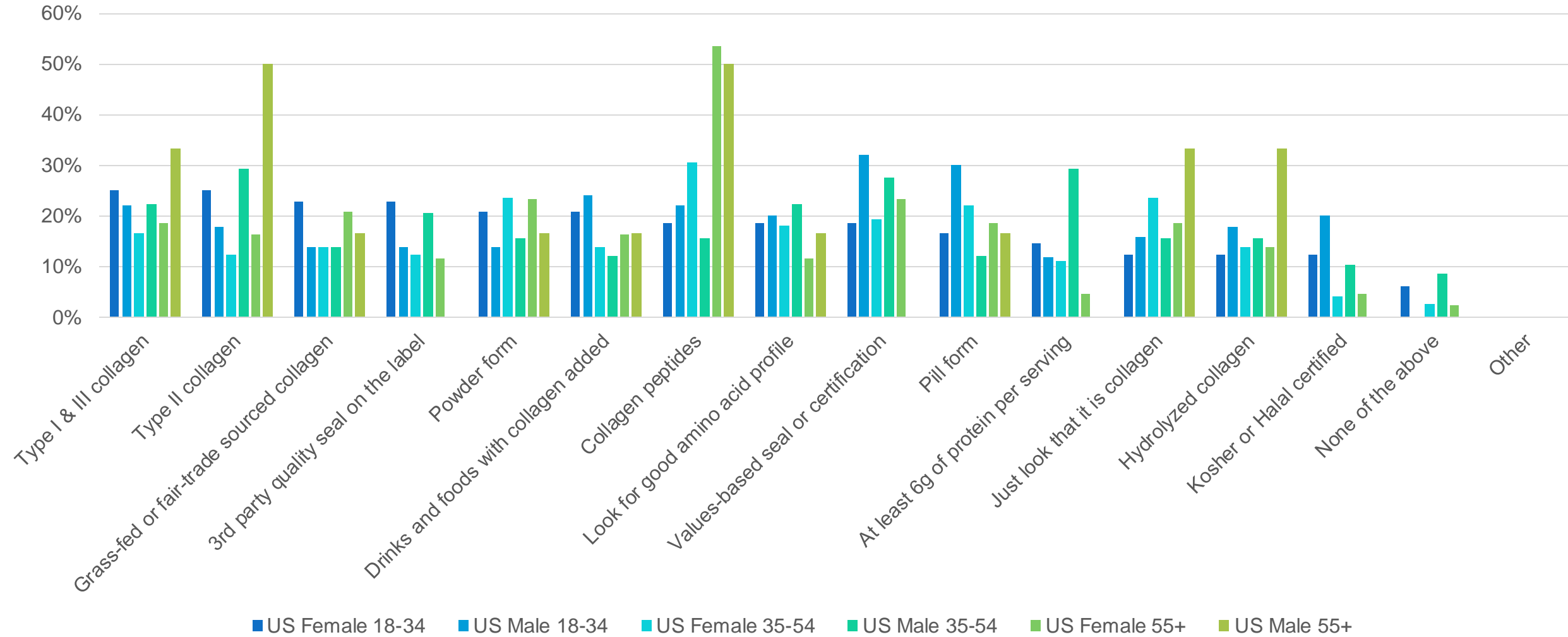


COLLAGEN LABEL CHARACTERISTICS: US, AGE & GENDER



Key Insights:

- US results are even more level, with almost every characteristic sitting between 10% and 20%.
- A values-based seal or certification skews male.



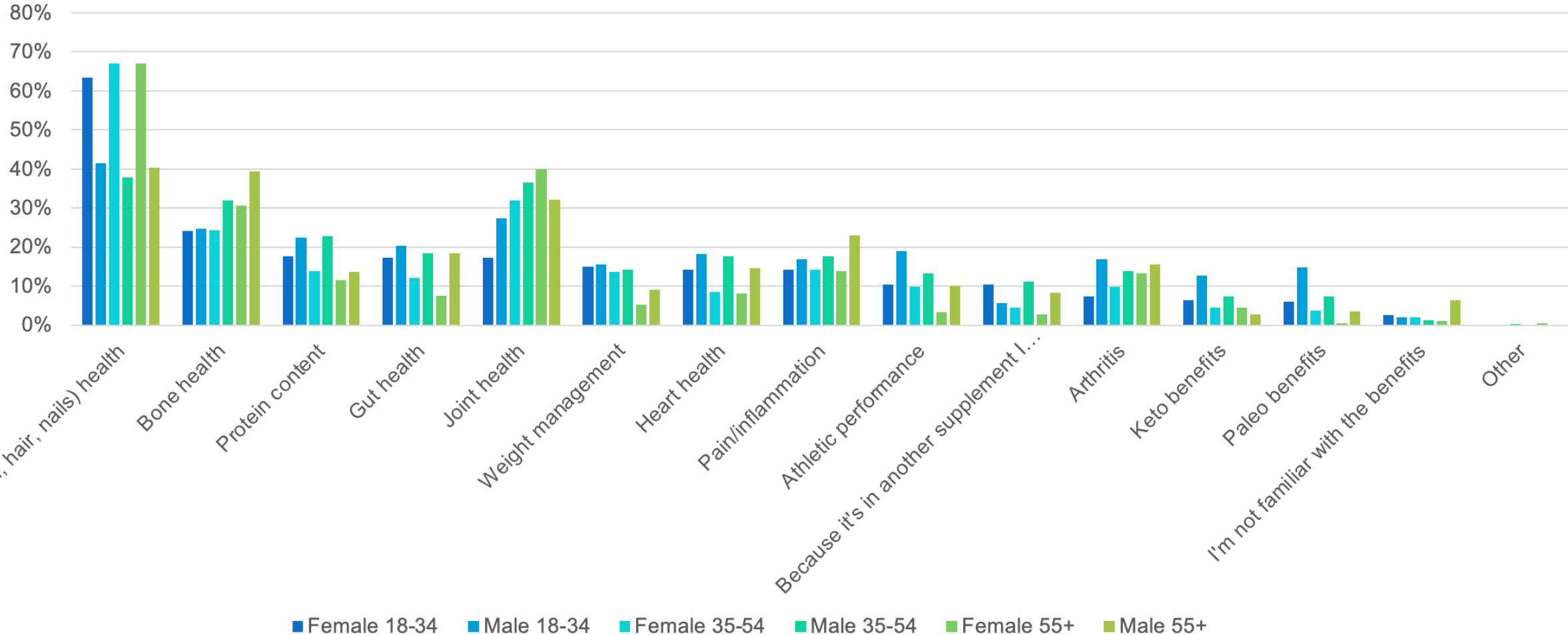
WHY THEY TAKE COLLAGEN: AGE & GENDER INDUSTRY

TRANSPARENCY CENTER



Key Insights:

- Beauty health, perhaps not surprisingly skews significantly female.
- Both bone and joint health see older skews and for the younger two age groups, slightly male.
- Protein content, gut and heart health skew male.



■ Female 18-34 ■ Male 18-34 ■ Female 35-54 ■ Male 35-54 ■ Female 55+ ■ Male 55+

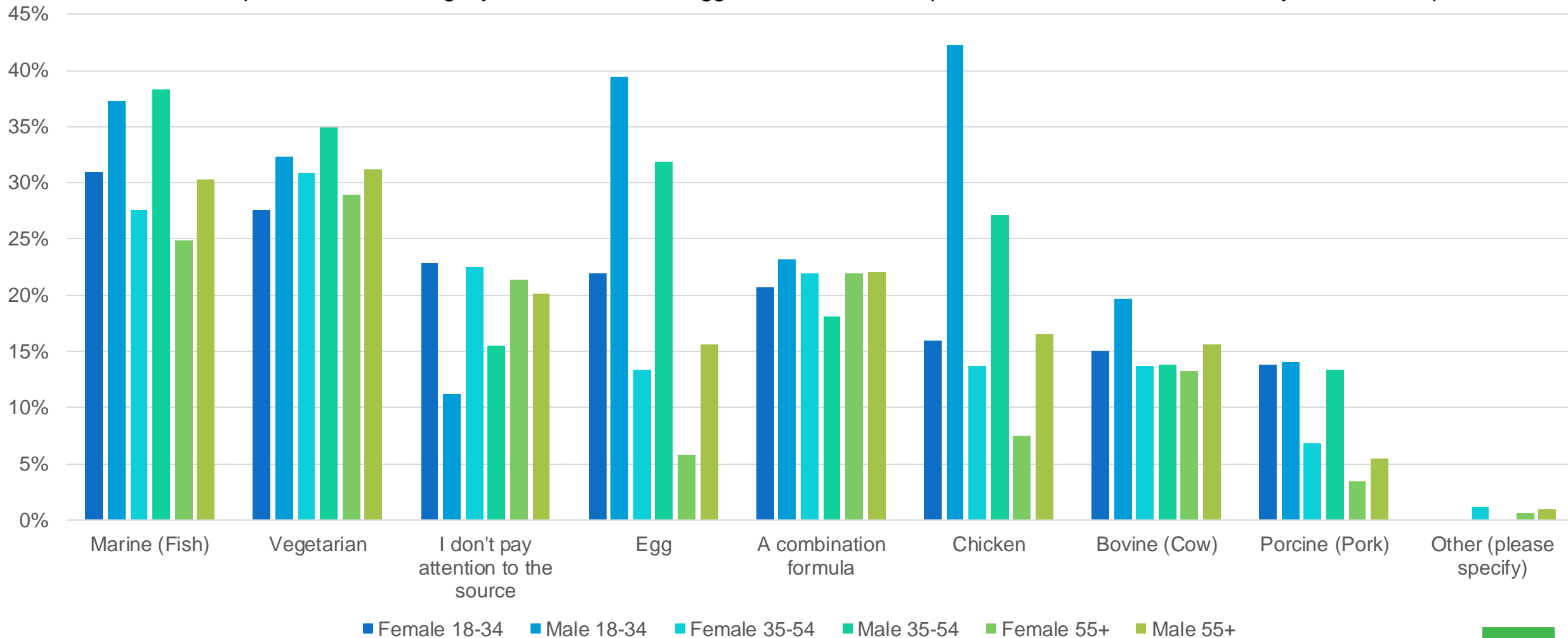
Note: Female 18-34 n=232, Male 18-34 n=142, Female 35-54 n=337, Male 35-54 n=232, Female 55+ n=173, Male 55+ n=109.
Question: "Why do you take a Collagen supplement?"

PREFERRED SOURCE OF COLLAGEN: AGE & GENDER



Key Insights:

- When sorting by age & gender, marine and vegetarian stand out more. They are in some order, the top response from each group apart from males 18-34 who noticeably over-index for both egg and chicken collagen source.
- Most responses do skew slightly male. That does suggest, at least in this question, that males are more likely to seek multiple sources.



■ Female 18-34 ■ Male 18-34 ■ Female 35-54 ■ Male 35-54 ■ Female 55+ ■ Male 55+

Note: Female 18-34 n=232, Male 18-34 n=142, Female 35-54 n=337, Male 35-54 n=232, Female 55+ n=173, Male 55+ n=109.

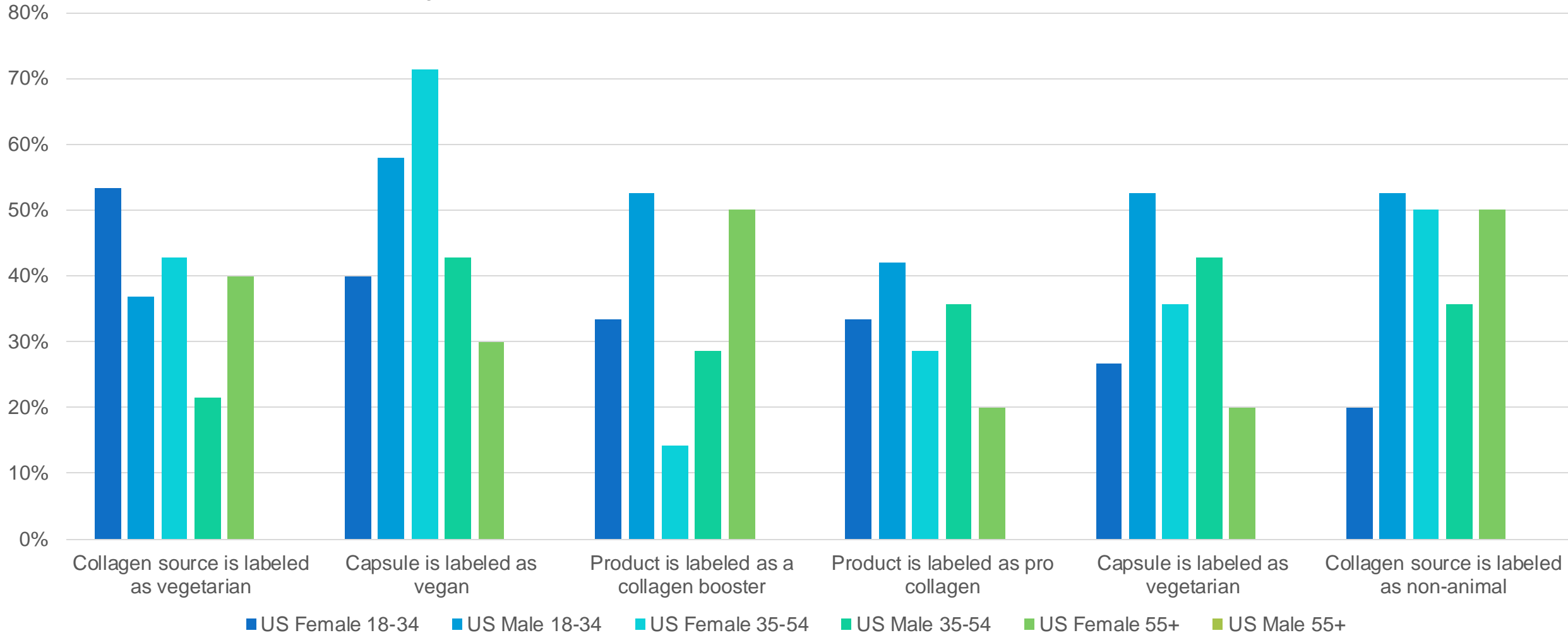
Question: "When you select what Collagen to purchase, what source(s) of collagen do you look for?"

VEGETARIAN COLLAGEN: US, AGE & GENDER INDUSTRY



Key Insight:

- Males 18-34 show some of the highest response rates here, the top rating for four of six categories, especially seeking a capsule labelled as vegan.

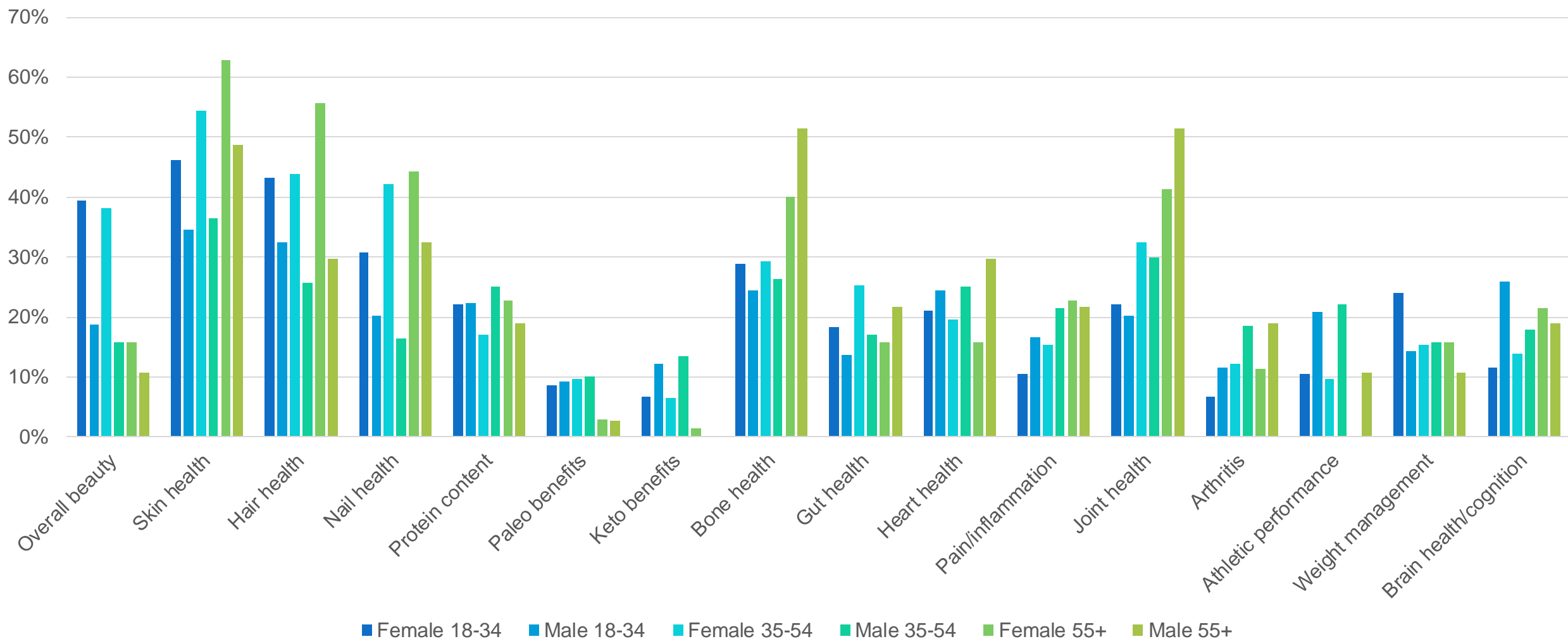


Note: US Female 18-34 n=15, US Male 18-34 n=19, US Female 35-54 n=14, US Male 35-54 n=14, US Female 55+ n=10, US Male 55+ n=0. Question: "You selected that you prefer a vegetarian source collagen in the previous question. Can you please share more information about what you look for when choosing your vegetarian collagen?"

COLLAGEN BENEFITS: AGE & GENDER



Key Insight:

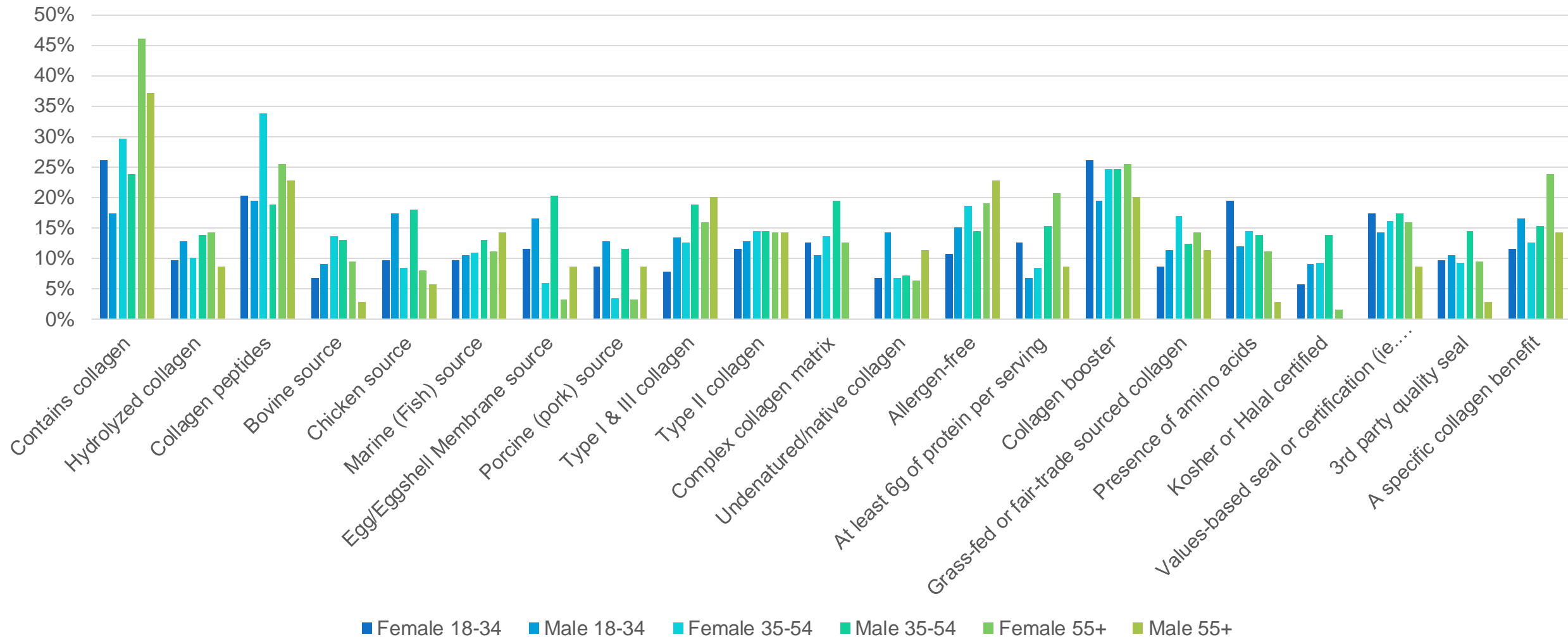


Note: US Female 18-34 n=15, US Male 18-34 n=19, US Female 35-54 n=14, US Male 35-54 n=14, US Female 55+ n=10, US Male 55+ n=0. Question "What benefits are you looking for when you choose to consume foods/beverages that contain collagen?"

LABEL CHARACTERISTICS: AGE & GENDER



Key Insight:



Note: US Female 18-34 n=15, US Male 18-34 n=19, US Female 35-54 n=14, US Male 35-54 n=14, US Female 55+ n=10, US Male 55+ n=0. Question "What do you look for on the label when choosing a food or beverage containing collagen?"

Contact Us



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