



MARKET REPORT

Brought to you by WorldProNet

Angel Glow

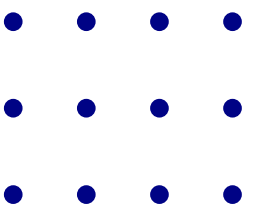
11/2022
MRO352





Angel
Glow

**HYDROLYZED COLLAGEN
MARKET OPPORTUNITY
ANALYSIS AND LEADS**



Market and Revenue Generation

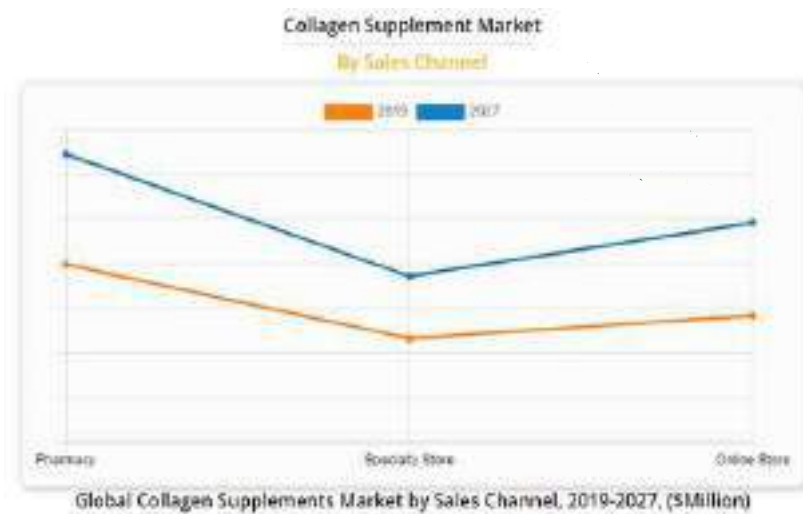
Stable and Highest Market esp. (the U.S., Canada, Mexico)

Second Highest Market. esp. (Germany, the UK, France, Italy)



Asia-Pacific Growing Market esp. (China, India, Japan, Australia, and South Korea) projected to witness over 9.5% CAGR 21-27

LAMEA Growing Market esp (South Africa, the Middle East)





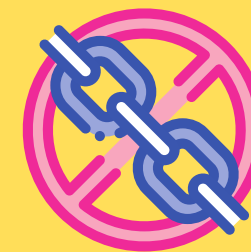
Global Market

- The global collagen supplement market size was valued at \$1,827.6 million in 2019 and is projected to reach \$3,017.6 million by 2027, registering a CAGR of 6.9%.
- North America was the highest revenue contributor and is estimated to grow at a CAGR of 7.1%. The U.S. is the leading country in terms of collagen supplement consumption and is expected to continue this trend over 2021-2027.

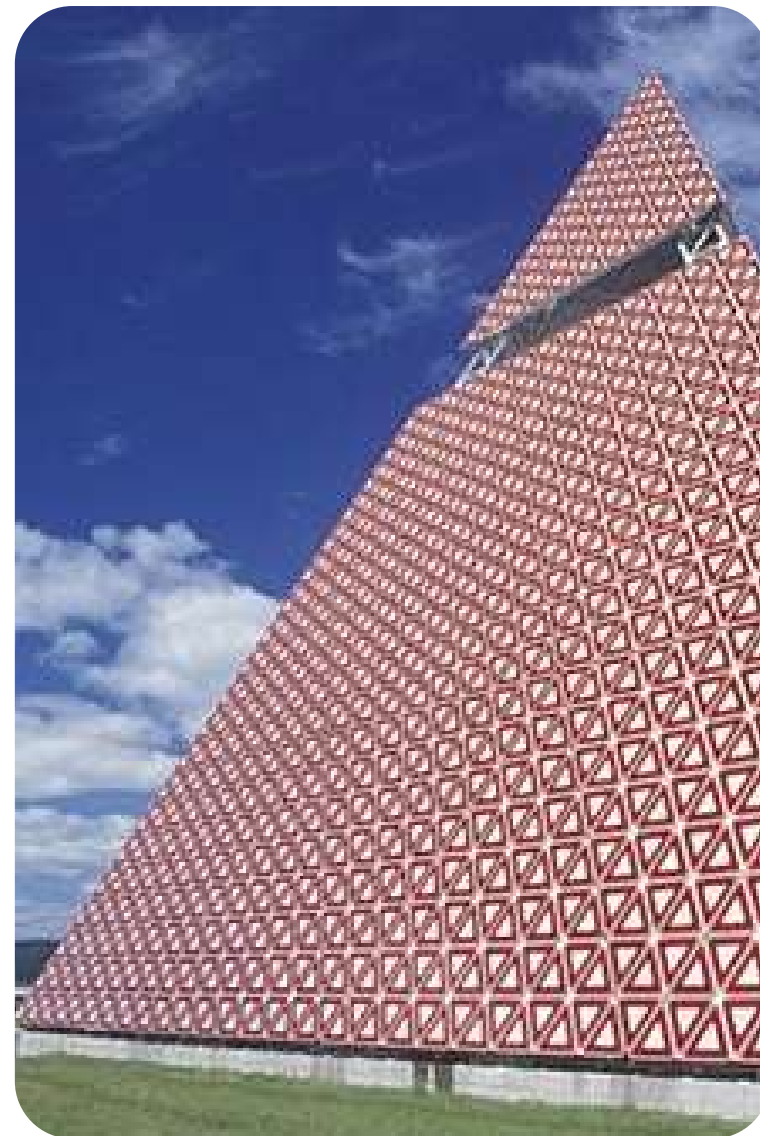
Driving and Restraining Factors



- The rise of the functional and processed food and beverage industry
- Increasing concern about health /increase in health awareness
- Increase demand for wound healing and regenerative drugs/ Consumers' growing desire to prevent premature aging
- Increase awareness of the nutritional benefit of dietary supplement



- Consumer shift to a vegan diet
- Cultural restriction to consume animal protein
- A strict regulatory framework regarding the extraction of animal origin



NORTH AMERICA

HEALTH NEWS

✓ Fact Checked

How to Use New FDA Guide for Dietary Supplements

<https://www.healthline.com/health-news/how-to-use-new-fda-guide-for-dietary-supplements>



Written by Shawn Radcliffe
on June 22, 2022 —
Fact checked by Jennifer
Chesak



USA

- Many Americans use dietary supplements, but they may not understand the risks of those products, including potential interactions with other supplements or prescription drugs.
- The FDA is launching “Supplement Your Knowledge,” this new initiative aims to inform consumers and others about vitamins, minerals, herbs and other supplements.
- The FDA recommends that people talk with their doctor, pharmacist or other healthcare professional before using a dietary supplement.



COMPANIES WE KNOW :



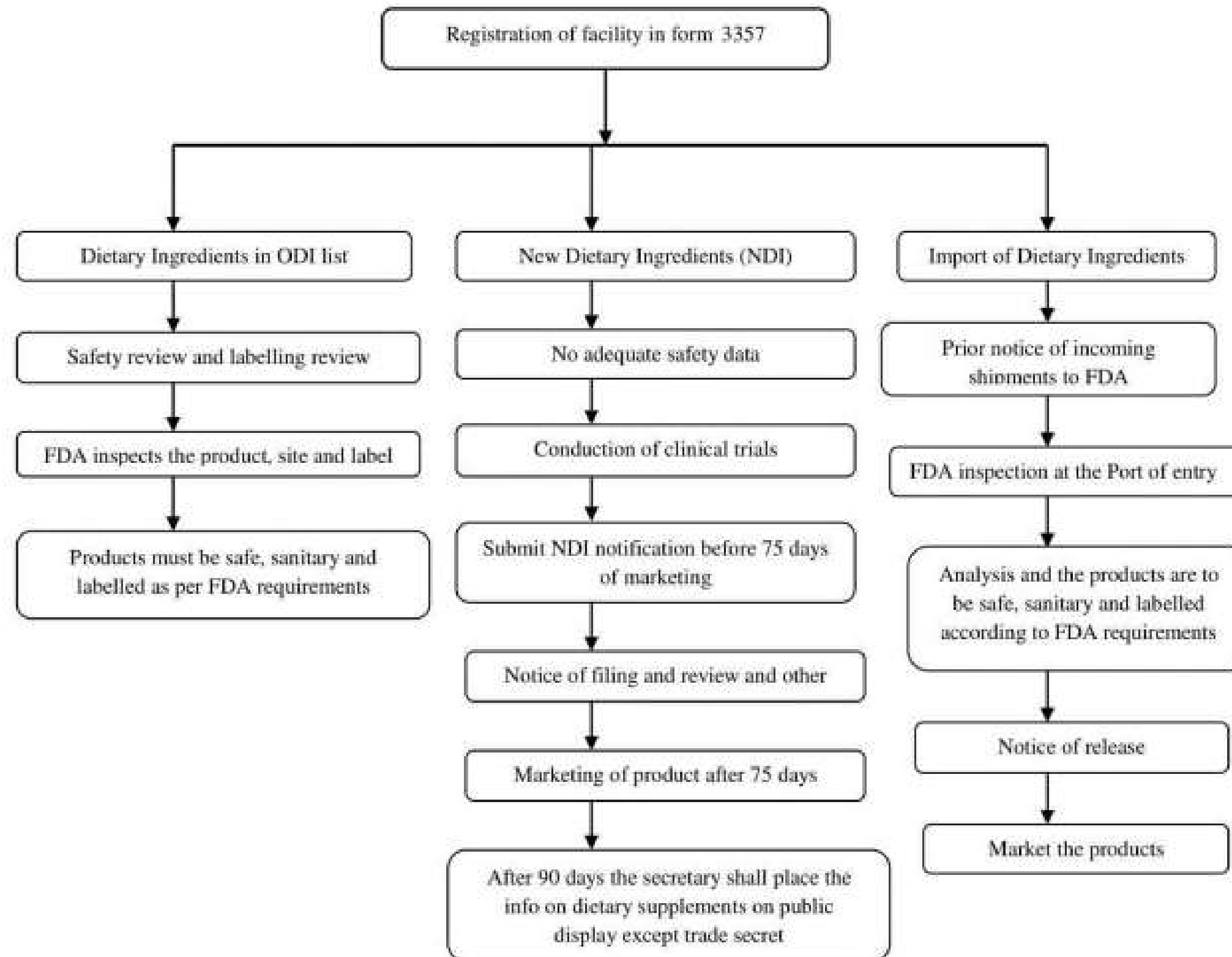
Premier Brands USA is an American-based company that deals with Fast Moving Consumer Goods with distinct categories of Food & Non-Food Products.



QuickRx rapidly delivers specialty medication right to your doorstep



America's leading digital pharmacy



Regulatory Process for the Clearance in USA (Bhawna Verma and Harvinder Popli, 2018)

Comparison of Regulatory Guidelines of USA and INDIA

	USA	India
Regulation for licensing and registration	By United States Food, and Drug Administration (USFDA)	By Food Safety and Standard Authority of India (FSSAI)
Definition	USFDA defines Nutraceuticals as “Dietary Supplements” Under DSHEA	FSSAI defines Nutraceuticals as “Foods for special dietary uses”.
Act/Regulatory authority for registration of nutraceuticals	Dietary Safety and Health Education Act	Food Safety and Standard Authority of India
Regulations w.e.f	1994	2011
Regulatory requirements for registration	Product licensing, evidence requirements for safety & efficacy, labeling, health claims, GMP, adverse reaction reporting and clinical trails	Product evaluations, licenses, health and label claims
Form for registration	Form 3537	Form A, B, and C

(Bhawna Verma and Harvinder Popli, 2018) <https://www.thepharmajournal.com/archives/2018/vol7issue7/PartM/7-7-91-540.pdf>



USA

Retail



WALMART



Save Mart,
Lucky/Lucky
California and
FoodMaxx stores

Interesting Opportunity



Cloud- based dietary management system

Association



Professional Beauty Association

The PBA exists to elevate, unite and serve the beauty industry, and the professionals who improve people's lives.
Non-profit Organizations - Scottsdale, Arizona - 38,154 followers



Nutra
ingredients-usa

Dietary supplements and nutrition news in North America - NutraIngredients-USA.com



Salon & Spa Professional Association, Inc.

Non-profit Organizations - Etina, MN - 2,644 followers



CANADA



Victoria Radburn
General Manager at
Canadian Federation
of Medical Students
(CFMS)



Traveling Canucks -
Family Travel Blog



LE PHARMACHIEN-
Oliver Bernard



The Girly MD-
Courtney Francis,
MD

Q. WHAT MARKETING CHANNELS HAVE BEEN MOST EFFECTIVE ONLINE FOR OBVI TO DATE?

A: MARK ZUCKERBERG! Haha, but in all seriousness there is nothing quite like the scale we have seen on Facebook and Instagram. Our brand screams attention on a platform like Instagram and on Facebook we really thrive through the community of customers that helps other potential customers answer questions, support purchasing decisions or even just guide each other in the right way.



COMPANIES WE KNOW :



Pharmacy chain and
Pharmacy e-store



chain of retail pharmacies in
Canada that operates Rexall and
Rexall Pharma Plus in Central
and Western Canada.



online pharmacy



Mc Kesson Canada Canada's
leading healthcare product
distributor



CANADA

Salon Franchise



over 100 different Magicuts salon locations throughout Canada



over 400 locations throughout Canada and the United States.

Interesting Opportunity



Wholesaler



Beauty product wholesaler

Association



Allied Beauty Association



Canadian Dermatology Association

The Canadian Dermatology Association, founded in 1925, represents Canadian certified dermatologists. Hospitals and Health Care - Kanata, Ontario - 1,288 followers



Spa & Wellness Association of Canada



EUROPE

Beauty: How to get the TikTok trend for 'jello skin'

By Prudence Wade, PA

11 July, 2022 03:00



UNITED KINGDOM



THE latest beauty trend to hit TikTok is all about bouncy, super-hydrated skin.

Known as 'jello skin,' Dr Miriam Adebibe – cosmetic doctor and co-founder of Victor & Garth (victorandgarth.co.uk) – says “it refers to the bounce-back-ability of your skin – the consistency of jello is soft but firm, and bounces right back when prodded”.

<https://www.irishnews.com/lifestyle/2022/07/11/news/beauty-how-to-get-the-tiktok-trend-for-jello-skin-2762874/>



Walgreens
Boots
Alliance

A trusted, global innovator in retail pharmacy with approximately 13,000 locations across the U.S., Europe and Latin America

COMPANIES WE KNOW :

LloydsPharmacy

Around 1,700 community pharmacies across the UK. They also provide outpatient dispensing services in over 50 hospitals, and other pharmacy services to care homes, mental health facilities and prisons.



Association



National Hair & Beauty Federation

@nhbfsocial · Local business

-  The NHBF is the UK's largest trade association for hairdressing, barbering and beauty salon owners.

Retail

TESCO





Watch Out!

MAXINE LACEBY

**absolute[™]
collagen**

<https://www.absolutecollagen.com/>

- Market middle to Senior
- Result 12 weeks
- No varieties of taste

GELTOR-GELITA COLLABORATION

Human Collagen.

Biodesigned in California.

The first ever biodesigned vegan human collagen for skincare, HumaColl21[®] is a virtually colorless and odorless solution, in unmatched purity and biocompatibility. HumaColl21[®] is demonstrated to deliver superior collagen, elastin, laminin, and fibronectin-boosting effects compared to marine collagen.



Watch Out!

Collaboration with Gelita

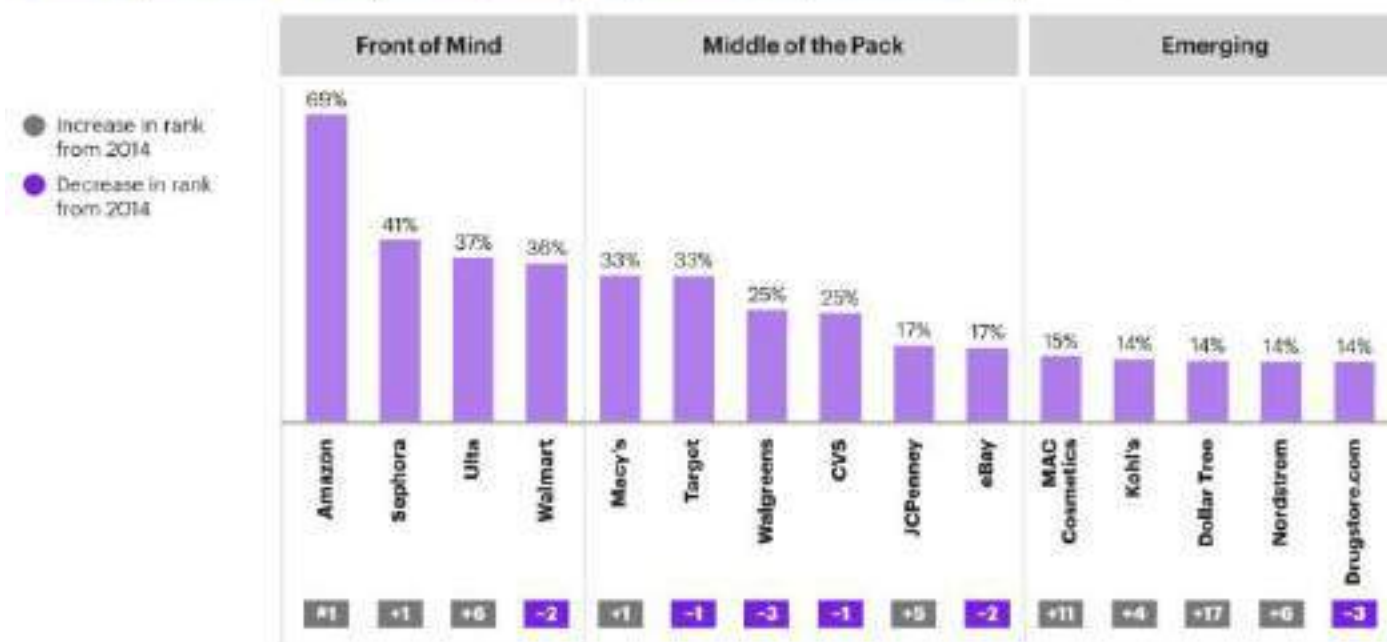
In addition to Geltor expanding its offerings from the beauty industry to food, it will also have to scale up production. This is while also taking into consideration different bioactivity and sensory factors like taste and texture for its proteins. "Geltor's cosmetic ingredients are constantly undergoing different in vitro and clinical testing, but ingestible ingredients will require a completely different set of tests," explains Lorestani.

The company's next objective is to reach commercial-scale production for the ingestible collagen ingredient it is working on with Gelita. The companies signed a letter of intent for developing and commercializing the proteins at SupplySide West last October. Gelita will conduct clinical research and commercialize the product as an addition to its existing collagen portfolio of bioactive collagen peptides.

GERMANY

Most online shoppers turn to Amazon for beauty products

Where do you search for and purchase beauty and personal care products online? (% of total)



Source: Kearney survey of 800 online shoppers, October 2016.

- Pattern's German Shopper Report 2021 shows that the increase in spending on Amazon is being driven by younger consumers.
- The 18-24 and 25-34 age groups were more than twice as likely as older shoppers to indicate they will spend a lot more with Amazon.
- In total 66% of the 18-24 age group, and 58% of the 25-34 age group, expect to spend a little or a lot more on Amazon.de in 2021.

<https://pattern.com/au/news/amazon-will-be-the-prime-beneficiary-of-german-online-retail-growth-in-2021/>

<https://www.de.kenney.com/communications-media-technology/beauty-and-the-e-commerce-beast>

COMPANIES WE KNOW :

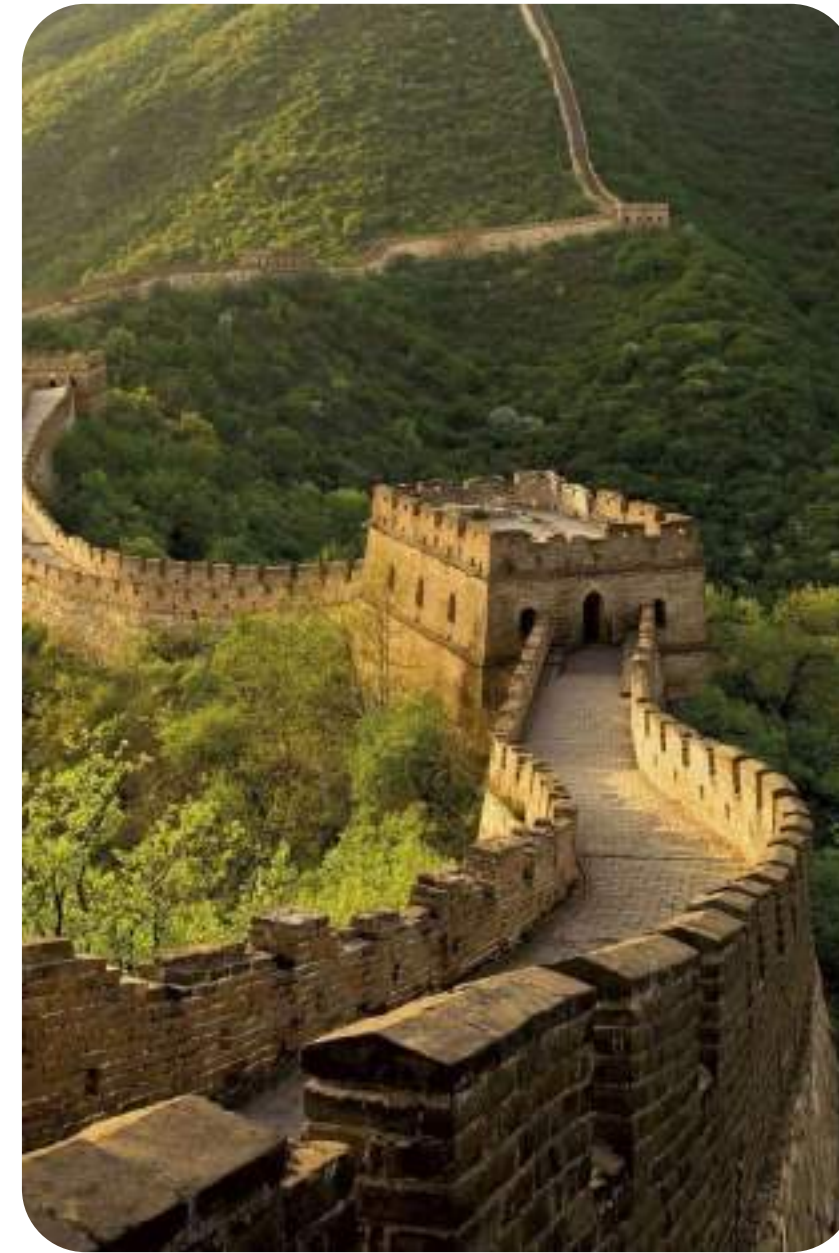


ROSSMANN



RETAIL AND E-COMMERCE





ASIA



CHINA

In the unique digital ecosystem of modern China, you have a lot of Chinese platforms that have been developed to communicate with Chinese users in a very effective way.

No Facebook, rather WeChat, No Twitter, Rather Weibo, No Google, Instead Baidu & forget Youtube, time to embrace Youku.

Another source of growth for app usage is Live streaming. As of June 2019, China -according to CNNIC data- recorded 433 million live streaming users. This does not come as a surprise as apps & platforms such as Douyin, Taobao, Weibo, etc all integrated Live-streaming.

<https://marketingtochina.com/20-best-strategies-for-the-china-market/>



TMALL



LBX PHARMACY 大药房

[HTTPS://WWW.REUTERS.COM/MARKETS/COMPANIES/603883.SS/](https://www.reuters.com/markets/companies/603883.SS/)





INDIA

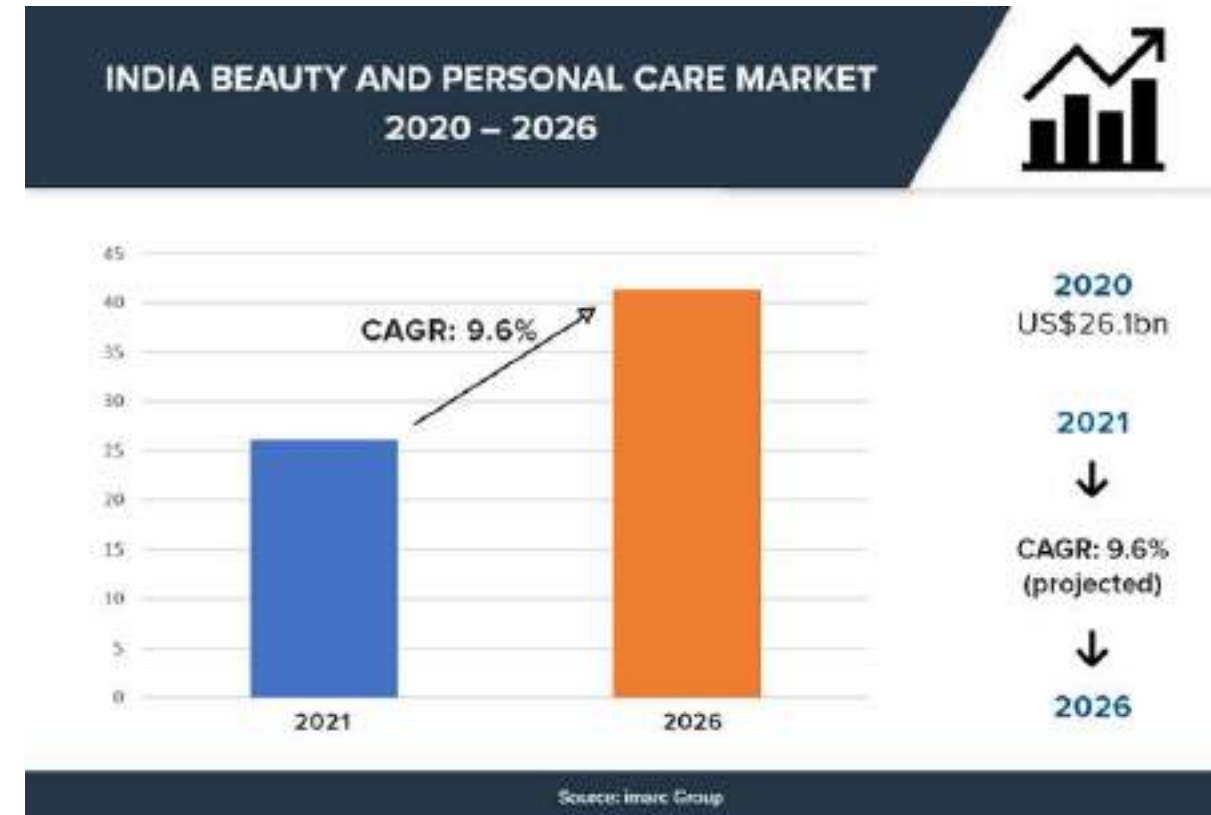
INFLUENCER



RUBINA_GULERIA
30K FOLLOWERS



SUPERWOWSTYLE
80.8K FOLLOWERS



COMPANIES WE KNOW :

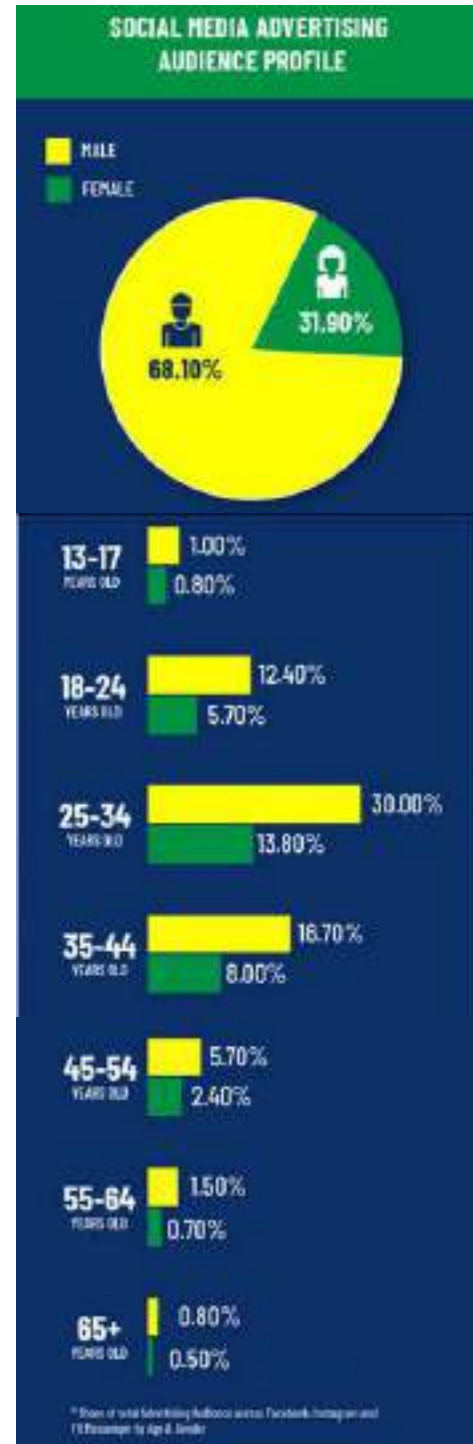




LAMEA



UNITED ARAB EMIRATES



INFLUENCER



ABDULAZIZ (BIN_BAZ)
5.2M FOLLOWER



ASALA MALEH
3.21 M SUBSCRIBER

THE MEDIAN AGE AT MARRIAGE FOR ABU DHABI EMIRATE IN 2016 WAS 28.7 YEARS FOR MALES AND 25.6 YEARS FOR FEMALES.

<https://www.scad.gov.ae/Release%20Documents/Statistical%20Yearbook%20-%20Marriage%20%20Divorce%20-%20EN.pdf>

<https://www.globalmediainsight.com/blog/uae-social-media-statistics/>



UNITED ARAB
EMIRATES

COMPANIES WE KNOW :

Aster Pharmacy is the largest retail pharmacies group in the GCC & UAE.



Majid Al Futtaim is the leading shopping mall, communities, retail and leisure pioneer across the Middle East



Retail chain of pharmacies in the Middle East with 250+ Pharmacies, Health & Wellness Stores, and Hypermarkets.

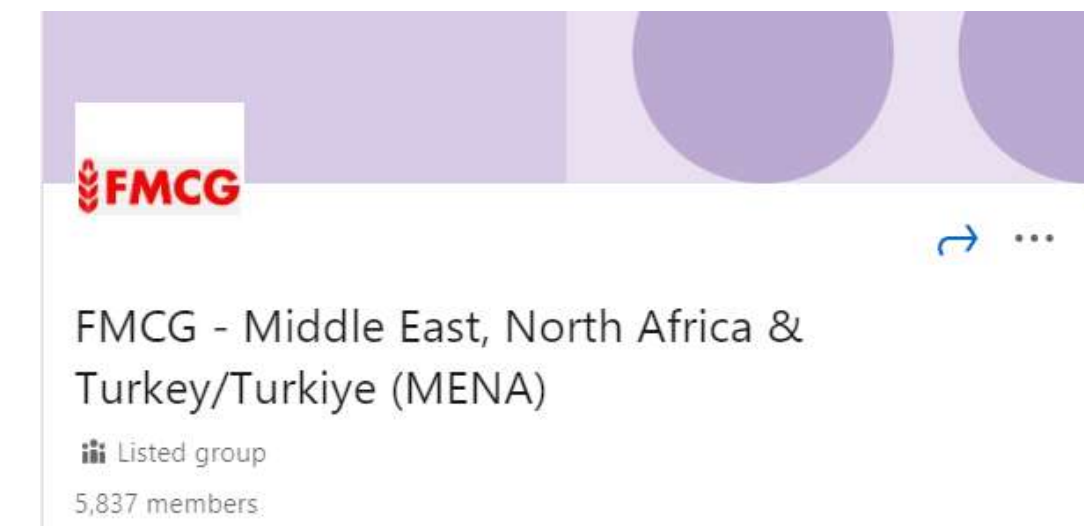


PLATINUM BLACK

SALON



ASSOCIATION AND GROUPS



TRIVIAL OPPORTUNITY

➤ Cells. 2019 Aug 28;8(9):995. doi: 10.3390/cells8090995.

The Differences in the Proteome Profile of Cannabidiol-Treated Skin Fibroblasts following UVA or UVB Irradiation in 2D and 3D Cell Cultures

Agnieszka Gęgotek¹, Sinemyiz Atalay², Pedro Domingues³, Elżbieta Skrzydlewska²

<https://pubmed.ncbi.nlm.nih.gov/31466340/>

CBD (4 μ M) was able to prevent UV-induced collagen degradation in 2D and 3D fibroblast models. The biological mechanism was attributed to the activation of the PI3K/Akt pathway, which is also involved in cell proliferation.



MEET OUR REPRESENTATIVES



WPN global B2B network approved member

Risa Schulman
USA local field manager

Main skills:

1. Scientific affairs
2. Regulatory affairs
3. Product development
4. Strategic marketing
5. Innovation/strategy/partner readiness





WPN global B2B network approved member

Philip Lei
USA local representative

Main skills:

1. Global operations
2. QA/QC management
3. China market
4. LFLC market
5. Project management





WPN global B2B network approved member

Houman Soly
Germany local representative

Main skills:

1. Project management
2. Market analysis
3. Export & import
4. Strategic business development planning
5. Sales & marketing





WPN global B2B network approved member

Mohamed Mousa
Canada local representative

Main skills:

1. Quality management
2. Field safety (HACCP)
3. Project management
4. Six Sigma
5. Auditing





WPN global B2B network approved member

Chandrasekar Madhaiyan
Arab Emirates local representative

Main skills:

1. Procurement Sourcing
2. Export Marketing
3. Professionalize Projects
4. Specialized Import/Export
5. Training





WPN global B2B network approved member

Luca Galvani
United Kingdom country representative

Main skills:

1. Strategic entrepreneurship
2. Business consulting
3. Marketing consulting, analysis
4. Project management
5. Business development and account management





WPN global B2B network approved member

Narcis Balalau
United Kingdom local representative

Main skills:

1. Business consulting
2. Growth strategies
3. Transformation & change management
4. Risk & market strategy
5. Project management





WPN global B2B network approved member

Nuran Jayakody
Arab Emirates local representative

Main skills:

1. Products Sourcing
2. Retail Consulting
3. Customer Service
4. Compliance
5. Insurance




MEET OUR TEAM



ELI MARKOVETSKI
FOUNDER AND CEO



MARIA GOLTZMAN
VP OF ACCOUNTS



SHARON ZIKRI
SENIOR PARTNER



YULIA KOVAL
PARTNER'S LIAISON AND
HEAD OF BIZDEV



MEHMET YASİR SAHER
DIGITAL MARKETING MANAGER



NOKWAZI DLAMINI
BIZDEV SPECIALIST



FEMI ONIFADE
DIGITAL MARKETING SPECIALIST



SORAYA ULFAH
BIZDEV SPECIALIST



HOUSTON KIMURA
DIGITAL MARKETING SPECIALIST



NIGIST DESSALEGN K.
BIZDEV SPECIALIST



OUR SELECTED CLIENTS

Our clients' portfolios include high and low-level commercial enterprises from a variety of industries.

We work with companies of all size, ensuring that our services are suitable for your business at every stage of its market life cycle.





✉ Info@WorldProNet.com

🌐 www.WorldProNet.com

📍 Eliezer Ben Yehuda 20/1, Rehovot, Israel

————— *Lifting the limits* —————