

## GROW Releases Comprehensive Global Gelatin Survey

# Gelatin: A Timeless Ingredient Powering the Future

**24.06.2025 – Brussels.** GROW – Gelatin Representatives of the World – has published an international survey analyzing the current state and future prospects of gelatin across various countries and sectors. The findings underscore gelatin's unique properties, its crucial role in sustainability, and its significant performance in various applications. Despite the emergence of plant-based alternatives, gelatin continues to stand out as a reliable ingredient. The survey results offer convincing takeaways for manufacturers looking to innovate while meeting market demands.

### Gelatin: A Performance Powerhouse

A key finding from the survey is gelatin's appreciated performance across industries. Respondents identified the top three characteristics associated with gelatin\*: "Ease of Use" (42%), "Upcycling" (34%), and "Healthy" (29%). These attributes highlight its practicality, sustainability, and health benefits. When selecting a hydrocolloid\*, companies prioritize factors such as "Product Performance" (40%), "Low Cost of Use" (over a third), and "Reliability" (32%). Gelatin performs strongly in all these areas, highlighting its significance in the industry. Moreover, manufacturers value its versatile functionality\*, particularly its "Ease of Use" (nearly 50%), "Texture" (38%), and "Gel Formation" (35%). These findings confirm that gelatin is not just an ingredient but a key enabler of quality and efficiency in sectors such as food, pharmaceuticals, and technical applications.

### A Sustainability Champion: Upcycling at Its Core

The survey highlights the growing importance of sustainability in ingredient selection. Gelatin is widely recognized as an upcycled product, with 77% of respondents acknowledging that it is derived from by-products of the meat and fish industry. This aligns with consumer and industry priorities, as 87% consider the integration of upcycled products like gelatin to be important for a more sustainable future. Additionally, 79% view gelatin as an environmentally positive choice, reinforcing its alignment with global sustainability goals. As companies strive to reduce waste and optimize resource use, gelatin emerges as an eco-conscious solution that naturally fits within a circular economy.

### Unique and Irreplaceable: Gelatin's Competitive Edge

While plant-based alternatives are gaining visibility (cited by 25% of respondents), gelatin remains dominant due to its unmatched properties\*. Consumers and manufacturers alike are seeking less processed, clean-label solutions, and gelatin perfectly fits this trend.



**GME-GROW**

Rue Belliard 40 b.15 B-1040 Brussels Belgium

Tel. +32.2. 436.93.00 lje@cefic.be [www.gelatine.org](http://www.gelatine.org)

**A sector group of Cefic** 

European Chemical Industry Council - Cefic aisbl

EU Transparency Register n° 64879142323-90



Interestingly, despite the rising discussion around plant-based options, only 29% currently use plant-based substitutes, marking a slight decline from previous use. This signals that while alternatives are being explored, they have yet to replace gelatin's functionality, texture, and performance.

### **Industry Impact: Insights for the Future**

"The survey results provide invaluable insights into industry perspectives worldwide," says the GROW secretariat. "They reaffirm gelatin's essential role in today's market, emphasizing its unparalleled versatility, sustainability, and performance. With this knowledge, manufacturers can confidently innovate and address evolving consumer demands."

### **Survey Approach**

GROW conducted structured online interviews with 600 industry professionals across six key markets: Brazil, France, Germany, Japan, South Korea, and the U.S. The respondents represented diverse sectors, including dairy, confectionery, pharmaceuticals, and technical applications, ensuring a comprehensive analysis of gelatin's global role.

### **Discover More**

For an in-depth look at the findings, visit the GROW website to explore the survey results here <https://www.gelatininfo.com/global-gelatin-survey.html> or on our interactive survey dashboard [www.gelatininfo.com/global-gelatin-survey/survey-dashboard](https://www.gelatininfo.com/global-gelatin-survey/survey-dashboard).

*\* Participants could select multiple responses from a list and fill in an additional option in a blank space.*



#### **GME-GROW**

Rue Belliard 40 b.15 B-1040 Brussels Belgium  
Tel. +32.2. 436.93.00 [lje@cefic.be](mailto:lje@cefic.be) [www.gelatine.org](http://www.gelatine.org)

**A sector group of Cefic** 

European Chemical Industry Council - Cefic aisbl

EU Transparency Register n° 64879142323-90



**About GROW**

*GROW – Gelatin Representatives of the World – is a joint working group of the four regional gelatin associations GMAP (Asia/Pacific), GME (Europe), GMIA (North America) and SAGMA (South America). These associations have a long history of working together on safety and testing aspects of gelatin. In the face of globalization, the international, national and regional regulatory framework is becoming increasingly complex. In the interest of customers, consumers and the gelatin industry worldwide, sharing regular information and alignment and the need for effective global communication are clearly essential. GROW strives to strengthen dialog between regional gelatin associations in order to ensure safe, natural, and reliable products. GROW also informs and communicates with customers and the media on the benefits of gelatin and collagen peptides. More information: [gelatininfo.com](http://gelatininfo.com)*

**Contact Information**

GROW - Gelatin Representatives of the World

E-Mail: [info\(at\)gelatininfo.com](mailto:info(at)gelatininfo.com)

Link: <https://www.gelatininfo.com/infocenter/press-center.html>

*Disclaimer: This note is intended for general information only and subject to regular updates. Whilst the information it contains is provided in utmost good faith and has been based on the best information currently available, is to be relied upon at the user's own risk. No representations or warranties are made with regards to its completeness or accuracy (e.g. towards regional legislations) and no liability will be accepted by GROW, Cefic and its Sector Groups nor any company participating in Cefic for damages of any nature whatsoever resulting from the use of or reliance on the information.*



**GME-GROW**

Rue Belliard 40 b.15 B-1040 Brussels Belgium

Tel. +32.2. 436.93.00 [lje@cefic.be](mailto:lje@cefic.be) [www.gelatine.org](http://www.gelatine.org)

**A sector group of Cefic** 

European Chemical Industry Council - Cefic aisbl

EU Transparency Register n° 64879142323-90

