MAGNUS INTERGLOBE | INDUSTRY INSIGHT

Gelatin in 2026:

The Quiet Protein Powering a Loud Market

Why an old ingredient is suddenly the new darling of nutraceutical, confectionery and pharma supply chains — and what serious buyers need to know.

A joint insight report by

Magnus Interglobe × Tianran Biotech

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INSIDE THIS REPORT

What you'll find

A NOTE TO THE READER

This report is a joint perspective from Magnus Interglobe and our manufacturing partner Tianran Biotech — combining ground-level market insight with production-floor expertise. Gelatin is one of those rare ingredients that hides in plain sight. You ate it this week without noticing. The pages that follow unpack why a centuries-old protein is now a strategic line item on the procurement sheets of some of the world's fastest-growing brands.

SECTION 01

Why the world is talking about gelatin again

Walk down the supplements aisle of any modern pharmacy and count the gummies. Then walk down the protein aisle and count the bars, the ready-to-mix sachets, the marshmallow-textured snacks. Almost all of that growth runs through one ingredient that almost no consumer can name: gelatin.

For most of the last century, gelatin was treated as a quiet workhorse. It thickened the desserts, it formed the capsules, and it got out of the way. That role has changed. As consumers turn against synthetic additives, as protein becomes a marketing claim rather than a nutritional footnote, and as pharmaceutical formulators demand predictable, clean-label excipients, gelatin has quietly become one of the most strategically important hydrocolloids in the global food and health supply chain.

And yet very few buyers — especially those new to the category — understand what they are actually purchasing. A bloom value is treated like a price tier. A certificate is taken at face value. An origin is assumed. This report is written for the people on the other side of that conversation: the importers, formulators, procurement managers and founders who need to know what to ask, what to verify, and what to walk away from.

~7%

Estimated CAGR of the global gelatin market through 2030

60%+

Of new functional supplements launched as gummies

3

Origins (bovine, porcine, fish) that define most procurement

SECTION 02

Five forces driving demand in 2026

Gelatin's resurgence isn't a single story. It's five overlapping ones, and understanding them separately is the first step to buying it well.

01

The clean-label reflex

Shoppers have learned to read ingredient lists, and they have learned to be suspicious of what they can't pronounce. Gelatin reads as a single, recognisable, animal-derived protein. For brands rewriting their decks to remove E-numbers and modified starches, gelatin is often the easiest swap on the bench.

02

The protein narrative

Protein is no longer a sports-nutrition concern; it is a mainstream claim across breakfast cereals, snack bars, beverages and gummies. Gelatin contributes 18 of the 20 amino acids and slots neatly into formulations where adding whey or soy would change the texture or the price point.

03

The gummy supplement boom

Pills are losing the format war. Consumers want chewables, and manufacturers want a base that holds vitamins, minerals, herbal extracts and active ingredients without compromising stability. Gelatin gummies are the runaway winner, and that demand is now outpacing supply in several global markets.

04

Pharma's preference for natural excipients

Soft and hard capsules made from gelatin remain the gold standard for API delivery — easy to swallow, fast-dissolving, neutral-tasting, and made from an ingredient with a regulatory file going back decades. Plant-based alternatives exist, but for many APIs they introduce stability or cost problems that gelatin simply does not.

05

The sustainability angle nobody saw coming

Because gelatin is produced from by-products of the meat industry, it has become an unexpected darling of circular-economy reporting. Brands that source it well can credibly claim they are reducing agricultural waste rather than driving new demand.

SECTION 03

The nutraceutical gummy gold rush

If you want to understand the centre of gravity in today's gelatin market, look at gummies. Specifically, look at functional gummies — the multivitamins, the sleep aids, the immunity boosters, the hair-skin-nails formulations that now occupy more shelf-feet in the average pharmacy than tablets do.

What makes gummies a category of their own — and not just a fun way to take vitamins — is the formulation engineering behind them. The gelatin has to carry the active ingredient, maintain bloom strength across a wide temperature range, resist sticking in humid markets, and survive months on a shelf without weeping or hardening. That set of constraints is non-trivial, and it's why gummy brands quickly learn that not all gelatin is interchangeable.

WHAT GUMMY BRANDS ACTUALLY ASK FOR

- **Bloom values** typically in the 180–250 range, depending on the chewiness target
- **Consistent mesh size** for predictable dissolution during cooking
- **Low microbial load** — the gummy line is a hygiene bottleneck
- **Halal and Kosher certification**, often both, for export flexibility
- **Reliable lead times** — a stockout on gelatin halts the entire factory

BUYER'S NOTE

Treat gummies as a category of one. The gelatin that works beautifully in confectionery often fails in nutraceutical applications where active ingredients interact with the protein matrix. Always pilot before you scale.

From process to product. *Freshly extruded gelatin noodles dropping onto the drying belt — the moment a sterile liquid becomes the granular protein that ends up in millions of capsules and gummies.*

INSIDE THE PROCESS

Why the drying stage decides everything

After extraction and sterilisation, the gelatin solution is extruded into thin noodles and laid onto a continuously moving stainless-steel belt. Air temperature, humidity and belt speed are controlled to within tight tolerances — too fast and the noodles retain moisture; too slow and bloom strength suffers.

Drying time	**Up to 60 hours**
Belt length	**Often >100 metres**
Final moisture	≤ **12%**
Final form	**Granules, then milled**

It is here, on the drying belt, that the bloom value a buyer specifies on paper is actually made or lost.

SECTION 04

Bloom, mesh, and origin: a buyer's vocabulary

Three words decide most gelatin purchasing decisions. Get them right and your formulation behaves predictably. Get them wrong and you'll spend the next quarter wondering why your gummies are weeping or your capsules are cracking.

BLOOM	Measures gel strength. Higher bloom = firmer set. Confectionery typically uses 180–250 bloom; pharma capsules often 150–250; some technical uses go higher. Bloom is not a quality grade — it is a functional spec.
MESH	Particle size of the dried gelatin granules. Finer mesh dissolves faster but can clump if not dispersed properly. Coarser mesh is more forgiving in industrial mixers but slower to hydrate.
ORIGIN	Bovine, porcine, or fish (piscine). Each has distinct functional and regulatory implications. Halal markets require bovine or fish from certified suppliers. Porcine is often cheaper but excluded from many export markets. Fish gelatin is the niche specialist.
VISCOSITY	How the dissolved gelatin flows. Critical in capsule manufacturing, where the ribbon must form cleanly. Often overlooked in confectionery where it still affects fill speed and texture.
pH & ASH	Process indicators. Out-of-spec pH or ash content can signal sourcing shortcuts. Reputable suppliers publish these on the CoA.

SECTION 05

Sourcing red flags every importer should know

Most gelatin disputes don't end up at arbitration — they end up at the production line, where a batch underperforms and nobody can quite agree why. Here are the warning signs that come up again and again.

! Bloom certificates without a method

A bloom value is meaningless without specifying the test method (typically the Bloom gelometer test on a 6.67% solution at 10°C). If your supplier won't provide the method, the number isn't a number.

! Vague origin claims

"Bovine" is not enough. Ask for country of origin, the species, and evidence of veterinary certification. This is also where Halal and Kosher audit trails sit — or don't.

! Microbiological data that looks too clean

Total plate counts that read as zero across multiple batches usually mean the data is being rounded or the lab is being lenient. Real manufacturing has variance. Demand the raw numbers.

! Pricing that doesn't move with raw materials

Gelatin pricing tracks hides, bones, energy, and currency. A supplier who quotes a flat price for six months in a volatile market is either absorbing risk you'll pay for later, or planning to substitute.

! Reluctance to share the CoA before shipment

A serious supplier shares the Certificate of Analysis batch by batch, in advance, with the test methods listed. Anyone who shares it only on arrival is asking you to inspect a problem rather than prevent one.

SECTION 06

What good gelatin looks like on paper

A clean Certificate of Analysis is the closest thing to a passport gelatin has. Here is a simplified view of what a complete spec sheet should contain, and what each line is really telling you.

Parameter	Typical range	What it signals
Bloom strength	150–280 g	Gel firmness; chosen for the application
Viscosity (6.67%, 60°C)	2.5–4.5 mPa·s	Flow behaviour during processing
Moisture	≤ 12%	Storage stability and weight integrity
Ash	≤ 2%	Process cleanliness
pH (1% sol.)	4.5–6.5	Process type (acid vs alkaline)
SO_2	≤ 50 ppm	Regulatory compliance
Heavy metals	≤ 30 ppm	Raw material quality
Total plate count	≤ 1000 cfu/g	Hygiene of manufacturing
E. coli / Salmonella	Absent / 25g	Non-negotiable safety baseline

ONE MORE THING

A good supplier will also provide a Certificate of Origin, a TSE/BSE declaration for bovine gelatin, allergen statements, and Halal or Kosher certifications where claimed. Ask for these up front, not after the LC opens.

SECTION 07

Working with Magnus Interglobe & Tianran Biotech

This report is the product of a working partnership between two companies that approach gelatin from opposite ends of the supply chain — and meet in the middle, where most buyers actually live.

MAGNUS INTERGLOBE

Operates at the intersection of food, nutraceutical and pharmaceutical raw materials, with deep relationships across formulators and manufacturers in Europe, South America and Asia. Our role is to make sure the gelatin that arrives at your factory is the gelatin you specified — every bloom value, every mesh, every certificate.

TIANRAN BIOTECH

Our manufacturing partner, with the production capability, technical infrastructure and quality systems that turn specifications into consistent batches. Tianran's plant-floor expertise informs the buyer guidance throughout this report — the bloom ranges, the CoA parameters, the red flags. These are written from experience, not from a textbook.

Together, we work most closely with formulators and procurement teams who treat gelatin as a strategic ingredient rather than a commodity. That means we spend more time on technical fit and documentation than on quoting, and our clients tend to stay with us across product launches.

HOW WE TYPICALLY ENGAGE

- **Spec review.** We start with your application and work backwards to the right grade.
- **Sample dispatch.** Pilot quantities from Tianran's production line for your R&D team before any commercial commitment.
- **Documentation package.** CoA, CoO, TSE/BSE, Halal/Kosher as applicable, delivered before shipment.
- **Logistics & compliance.** End-to-end shipping with all import documentation prepared correctly the first time.
- **Ongoing supply.** Quarterly planning calls so you never run out and never overstock.

Magnus Interglobe × Tianran Biotech

Specialty raw materials, manufactured and supplied with intent.

For specifications, samples or a confidential supply review, please reach out to your Magnus Interglobe account manager.

This document is a joint publication of Magnus Interglobe and Tianran Biotech, intended as informational content for the Magnus Interglobe website and B2B distribution. Figures presented are indicative industry ranges, not specific product claims. Final specifications are confirmed batch-by-batch on the Certificate of Analysis.