

Bioiberica Eyes Japan's Healthy Ageing Opportunity with Collavant n2

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Bioiberica has expanded its presence in Japan with the launch of Collavant n2, a native (undenatured) type II collagen ingredient developed to support joint and cartilage health



Antonio Vendrell, Marketing & Communications Director, Bioiberica

As Asia's healthy ageing and joint health markets continue to evolve, consumers are increasingly seeking science-backed ingredients that support mobility, active lifestyles and long-term wellbeing. Against this backdrop, Bioiberica has expanded its presence in Japan with the launch of Collavant n2, a native (undenatured) type II collagen ingredient developed to support joint and cartilage health.

The Japan launch, in partnership with local distributor Ryusendo, marks Bioiberica's first branded nutraceutical ingredient introduction in the country and forms part of the company's broader growth strategy across the Asia-Pacific region. Collavant n2 is designed to work through the mechanism of oral tolerance and is delivered at a daily dose of 40 mg. Its scientific dossier includes seven studies, with recent clinical research reporting a significant decrease in CTX-II, a biomarker associated with cartilage degradation, among healthy individuals experiencing moderate joint discomfort after exercise.

In this interview with Antonio Vendrell, Marketing & Communications Director, Bioiberica, he discusses the company's strategy for entering Japan, the regulatory and scientific considerations involved, Collavant n2's mechanism and clinical evidence, and the growing demand for transparent and sustainably produced nutraceutical ingredients across Asia. He also shares Bioiberica's outlook for the region's joint health and healthy ageing markets and its plans for expanding its nutraceutical portfolio across APAC.

Market Strategy: Collavant n2 is Bioiberica's first branded nutraceutical ingredient to enter Japan. What factors influenced your decision to prioritize Japan for this launch, and how does it align with your broader APAC growth strategy?

We prioritized the launch of Collavant n2 in Japan because it is a dynamic and fast-growing nutraceuticals market, which is forecast to see a healthy 6.35 per cent CAGR between 2026 and 2034. [\[1\]](#) The country's rapidly ageing population and rising interest in mobility support also present significant opportunities for innovation in joint health. This decision aligns with Bioiberica's broader APAC growth ambitions, since Japan is recognised as one of the largest and most innovative markets in the region. Establishing a presence here not only demonstrates our commitment to bringing science-backed, high-quality ingredients to discerning consumers, but also provides a strategic foothold for future expansion across Asia-Pacific. The partnership with Ryusendo, a trusted local distributor, further strengthens our ability to navigate this market's unique requirements and build long-term success.

Regulatory Milestones: The Japanese nutraceutical market is known for its stringent regulatory requirements. What were the key regulatory and scientific milestones Bioiberica had to achieve before introducing Collavant n2, and what lessons can other ingredient manufacturers learn from this process?

Entering the Japanese nutraceutical market required rigorous compliance with the country's strict safety, quality, and efficacy standards, as set by the Ministry for Health, Labour and Welfare (MHLW) and the Consumer Affairs Agency (CAA). Bioiberica ensured that Collavant n2 met all relevant Japanese food regulations, validating its status as a trusted source of native (undenatured) type II collagen. Key milestones included demonstrating scientific substantiation through scientific studies and providing full details of our transparent supply chain. Our example should demonstrate to other ingredient manufacturers the importance of robust scientific evidence, regulatory diligence, and long-term relationship building when seeking to enter highly regulated markets like Japan.

Product differentiation: Collavant n2 works through the mechanism of oral tolerance and is effective at a daily dose of just 40 mg. How does this differentiate it from other joint health ingredients, and what clinical evidence supports its efficacy in promoting cartilage health?

Collavant n2 stands out in the joint health segment due to its unique mechanism of action - oral tolerance - which helps modulate the body's immune response against endogenous type II collagen, supporting cartilage health. It is effective at a low daily dose of just 40 mg, making it highly convenient for consumers. Conversely, hydrolysed collagen ingredients support joint health through different mechanisms and have more variable recommended doses (commonly ranging between 5-10 g/day).

Scientific evidence, including a recently published double-blind, placebo-controlled trial in healthy subjects, showed that supplementation with Collavant n2 correlated with a significant decrease in CTX-II, a validated biomarker of cartilage degradation, in those participants with moderate discomfort after exercise at baseline (VAS>4cm). [\[2\]](#) These results suggest that Collavant® n2 can help protect articular cartilage in healthy individuals experiencing joint discomfort during physical activity, offering a compelling, science-backed point of differentiation.

Sustainability and Validation: Consumer demand for evidence-based, sustainable ingredients continues to grow across Asia. How is Bioiberica combining scientific validation, traceability, and sustainable manufacturing to meet the evolving expectations of dietary supplement and functional food manufacturers?

Bioiberica is committed to meeting the growing demand for evidence-based and sustainable ingredients. Our vertically integrated supply chain ensures complete traceability and transparency, from sourcing to finished product. Collavant n2 itself is supported by seven scientific studies, reinforcing its efficacy and safety. An equally crucial factor is that all our production processes are designed with sustainability in mind, prioritising circular and fully traceable manufacturing. This approach means our ingredients not only meet the expectations of dietary supplement and functional food manufacturers, but they also align with the values of health-conscious consumers across Asia, who are increasingly seeking products that are both scientifically validated and responsibly produced.

Regional Trends: With Japan's aging population driving demand for mobility and healthy aging solutions, what trends do you foresee shaping the future of the joint health category in Asia, and how is Bioiberica preparing to address these opportunities?

Japan's ageing population and increasing focus on healthy longevity is driving increased demand for mobility and proactive approaches to joint health a trend mirrored across several Asian markets. We anticipate continued growth in the joint health category, with consumers seeking preventative, science-backed products that support active lifestyles. There is also a rising emphasis on ingredient transparency, sustainability, and clinical validation. Bioiberica is well positioned to address these trends through our focus on scientific research, regulatory compliance, and sustainable production. Our partnership with Ryusendo and the launch of Collavant® n2 mark the beginning of a broader strategy to bring innovative, high-quality ingredients to the region.

Future Pipeline: Following the launch of Collavant n2, are there plans to introduce additional Bioiberica nutraceutical ingredients to the Japanese market or expand collaborations across other APAC countries? What can customers expect from the company's regional pipeline over the next few years?

Following the successful launch of Collavant n2 in Japan, Bioiberica is exploring opportunities to introduce additional nutraceutical ingredients to the Japanese market and expand collaborations across other APAC countries. Our long-term vision is to build on our reputation for quality, scientific rigour, and transparency to offer a broader portfolio of health and wellness solutions. Customers can expect continued investment in clinical research, regulatory excellence, and sustainable innovation as we work to address the needs of the region's dietary supplement and functional food sectors.

[1] <https://www.imarcgroup.com/japan-nutraceuticals-market>

[2] Möller et al. Efficacy and tolerability of native (undenatured) type II collagen supplementation for joint health in healthy volunteers: a randomized double-blind placebo-controlled study. *Nutr J.* 2026 Mar 6;25(1):46.