

# **Global New Jersey Vegan Products Market Size Study, by Product (Food, Beverages), by Distribution Channel (Offline, Online), and Regional Forecasts 2022-2032**

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## **Abstracts**

The New Jersey vegan products market was valued at approximately USD 321.23 million in 2023 and is poised to grow at an impressive compound annual growth rate (CAGR) of 14.0% over the forecast period from 2024 to 2032. This substantial growth is largely attributed to the escalating adoption of vegan dietary preferences among young, urban consumers. The rising demand for plant-based protein alternatives, along with the expanding availability of dairy-free cheese, plant-based meats, and vegan cereals, has played a pivotal role in reshaping consumer eating habits across the state.

The increasing awareness of veganism's environmental, health, and ethical benefits—amplified by the influence of social media and dedicated community advocacy—continues to stimulate demand for diverse vegan offerings. In addition, the market has seen a remarkable wave of innovation, with new product launches featuring ingredients such as soy protein, pea protein, and vital wheat gluten. These products aim to replicate the texture and taste of animal-based counterparts, appealing to a broader audience of flexitarians and vegetarians alike.

The growth of this market has been bolstered by the introduction of prominent retail and foodservice brands, which are incorporating vegan options into their offerings. For example, Walmart's launch of its private brand 'Better Goods' in 2024 highlights the increasing consumer interest in vegan products, including almond milk chocolate and dairy-free mozzarella. The emergence of diverse distribution channels, from brick-and-mortar supermarkets to online delivery platforms, further facilitates consumer access to a variety of vegan groceries, beverages, and ready-to-eat meals.

Geographically, urban hubs in New Jersey are experiencing a surge in demand for vegan products, driven by heightened awareness of sustainability and wellness. With plant-based milk options, vegan baked goods, and innovative confectionery gaining traction in local retail stores and restaurants, the state is becoming a key growth driver in the national vegan product landscape. Restaurants featuring vegan menu options like tempeh wings, tofu dishes, and almond milk-based desserts are also contributing significantly to this growth.

The market outlook remains optimistic, with key drivers including ongoing product innovation, increasing consumer preference for convenience, and the rise of online grocery shopping platforms. Moreover, established companies and emerging startups are leveraging opportunities in this space through strategic initiatives such as portfolio expansion, collaborations, and localized marketing campaigns to enhance their competitive edge.

Major market players included in this report are:

General Mills, Inc.

Conagra Brands, Inc.

Hain Celestial

Blue Diamond Growers

Eden Foods

Nature's Path

EcoFarms

Against the Grain

Pacific Foods

Cereal Partners Worldwide S.A.

Silk (Danone S.A.)

Beyond Meat, Inc.

Kite Hill

Amy's Kitchen

Califia Farms

The detailed segments and sub-segments of the market are explained below:

By Product:

Food

Ready Meals

Cereals

Confectionery

Bakery Products

Snacks

Others

Beverages

By Distribution Channel:

Offline

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of MEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market estimates and forecasts spanning 10 years.

Annualized revenue and regional analysis for all market segments.

Competitive landscape and detailed profiling of major players.

Strategic insights into emerging opportunities in the market.

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