

# Global Vegan Meats Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Vegan meats, also known as plant-based meats, are meat alternatives made entirely from plant sources such as soy, wheat, peas, and other plant-based proteins. These products mimic the taste, texture, and appearance of traditional meat products while offering a cruelty-free and environmentally sustainable option for consumers. Vegan meats have gained significant popularity in recent years due to increasing health consciousness, environmental concerns, and ethical considerations.

The current market size for vegan meats in 2023 is estimated at USD 1.2 billion. This segment is projected to experience a robust Compound Annual Growth Rate (CAGR) of 15.67% from 2024 to 2032, indicating substantial growth potential. Key growth drivers for the vegan meats market include the rising trend of plant-based diets, growing awareness of animal welfare issues, concerns over the environmental impact of meat production, and an increasing number of flexitarian and vegan consumers.

One prominent trend in the vegan meats market is the expanding product range and innovation in plant-based meat alternatives. Companies are investing in research and development to create products that closely resemble the taste and texture of animal-based meats, thereby appealing to a broader consumer base. Additionally, partnerships between food manufacturers and fast-food chains to introduce plant-based options on their menus have contributed to the market's growth.

Another trend is the increasing availability of vegan meats in mainstream retail outlets and restaurants. As consumer demand for plant-based options continues to rise, major grocery chains, and foodservice providers are expanding their plant-based offerings to

cater to this growing segment of the market. This trend is further fueled by celebrity endorsements, social media influencers, and marketing campaigns promoting the benefits of plant-based diets.

Furthermore, the rise of clean labeling and transparency in food production has influenced consumer preferences towards vegan meats. Consumers are seeking products with simple, recognizable ingredients that are free from artificial additives and preservatives. As a result, manufacturers are focusing on clean label formulations to meet consumer demands for healthier and more natural food options.

In terms of regional market distribution, North America and Europe are currently the leading markets for vegan meats. The dominance of these regions can be attributed to a higher concentration of health-conscious consumers, a well-established plant-based food industry, and favorable government regulations supporting sustainable food practices. Asia Pacific is also emerging as a significant market for vegan meats due to a growing vegan population, increasing disposable income, and a shift towards plant-based diets in countries like China and India.

Despite the rapid growth and opportunities in the vegan meats market, there are challenges that industry players need to address. These include issues related to taste and texture consistency, pricing competitiveness with traditional meat products, limited availability in certain regions, and the need for more extensive consumer education on the nutritional benefits of plant-based diets. Overcoming these challenges will be crucial for sustaining the growth momentum of the vegan meats market and expanding its market share globally.

This report provides a deep insight into the global Vegan Meats market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Vegan Meats Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Vegan Meats market in any manner.

## Global Vegan Meats Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Impossible Foods

Beyond Meat

Greenleaf Foods

ADM

Dupont

The Nisshin Ollio Group

Sonic Biochem Limited

MGP Ingredients

Garden Protein International

Amy's Kitchen

Quorn Foods

MorningStar Farms

Meatless

VBites

Hungry Planet

Next Level

Market Segmentation (by Type)

Beef

Chicken

Pork

Seafood

Others

Market Segmentation (by Application)

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Online Retailers

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

#### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Vegan Meats Market

Overview of the regional outlook of the Vegan Meats Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Vegan Meats Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Vegan Meats

#### 1.2 Key Market Segments

##### 1.2.1 Vegan Meats Segment by Type

##### 1.2.2 Vegan Meats Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 VEGAN MEATS MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Vegan Meats Market Size (M USD) Estimates and Forecasts (2019-2032)

##### 2.1.2 Global Vegan Meats Sales Estimates and Forecasts (2019-2032)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

#### 2.4 Macroeconomic Analysis

### **3 VEGAN MEATS MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Global Vegan Meats Sales by Manufacturers (2019-2024)

#### 3.2 Global Vegan Meats Revenue Market Share by Manufacturers (2019-2024)

#### 3.3 Vegan Meats Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.4 Global Vegan Meats Average Price by Manufacturers (2019-2024)

#### 3.5 Manufacturers Vegan Meats Sales Sites, Area Served, Product Type

#### 3.6 Vegan Meats Market Competitive Situation and Trends

##### 3.6.1 Vegan Meats Market Concentration Rate

##### 3.6.2 Global 5 and 10 Largest Vegan Meats Players Market Share by Revenue

##### 3.6.3 Mergers & Acquisitions, Expansion

### **4 VEGAN MEATS INDUSTRY CHAIN ANALYSIS**

#### 4.1 Vegan Meats Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF VEGAN MEATS MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 VEGAN MEATS MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Vegan Meats Sales Market Share by Type (2019-2024)

6.3 Global Vegan Meats Market Size Market Share by Type (2019-2024)

6.4 Global Vegan Meats Price by Type (2019-2024)

## **7 VEGAN MEATS MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Vegan Meats Market Sales by Application (2019-2024)

7.3 Global Vegan Meats Market Size (M USD) by Application (2019-2024)

7.4 Global Vegan Meats Sales Growth Rate by Application (2019-2024)

## **8 VEGAN MEATS MARKET SALES BY REGION**

8.1 Global Vegan Meats Sales by Region

8.1.1 Global Vegan Meats Sales by Region

8.1.2 Global Vegan Meats Sales Market Share by Region

8.2 Global Vegan Meats Market Size by Region

8.2.1 Global Vegan Meats Market Size by Region

8.2.2 Global Vegan Meats Market Size Market Share by Region

## 8.3 North America

- 8.3.1 North America Vegan Meats Sales by Country
- 8.3.2 North America Vegan Meats Market Size by Country
- 8.3.3 U.S. Market Overview
- 8.3.4 Canada Market Overview
- 8.3.5 Mexico Market Overview

## 8.4 Europe

- 8.4.1 Europe Vegan Meats Sales by Country
- 8.4.2 Europe Vegan Meats Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Russia Market Overview

## 8.5 Asia Pacific

- 8.5.1 Asia Pacific Vegan Meats Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

## 8.6 Asia Pacific

- 8.6.1 Asia Pacific Vegan Meats Market Size by Region
- 8.6.2 Asia Pacific Vegan Meats Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

## 8.7 South America

- 8.7.1 South America Vegan Meats Sales by Country
- 8.7.2 South America Vegan Meats Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

## 8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Vegan Meats Sales by Region
- 8.8.2 Middle East and Africa Vegan Meats Market Size by Region
- 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

## **9 VEGAN MEATS MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Vegan Meats by Region (2019-2024)
- 9.2 Global Vegan Meats Revenue Market Share by Region (2019-2024)
- 9.3 Global Vegan Meats Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Vegan Meats Production
  - 9.4.1 North America Vegan Meats Production Growth Rate (2019-2024)
  - 9.4.2 North America Vegan Meats Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Vegan Meats Production
  - 9.5.1 Europe Vegan Meats Production Growth Rate (2019-2024)
  - 9.5.2 Europe Vegan Meats Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Vegan Meats Production (2019-2024)
  - 9.6.1 Japan Vegan Meats Production Growth Rate (2019-2024)
  - 9.6.2 Japan Vegan Meats Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Vegan Meats Production (2019-2024)
  - 9.7.1 China Vegan Meats Production Growth Rate (2019-2024)
  - 9.7.2 China Vegan Meats Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Impossible Foods
  - 10.1.1 Impossible Foods Vegan Meats Basic Information
  - 10.1.2 Impossible Foods Vegan Meats Product Overview
  - 10.1.3 Impossible Foods Vegan Meats Product Market Performance
  - 10.1.4 Impossible Foods Business Overview
  - 10.1.5 Impossible Foods Vegan Meats SWOT Analysis
  - 10.1.6 Impossible Foods Recent Developments
- 10.2 Beyond Meat
  - 10.2.1 Beyond Meat Vegan Meats Basic Information
  - 10.2.2 Beyond Meat Vegan Meats Product Overview
  - 10.2.3 Beyond Meat Vegan Meats Product Market Performance
  - 10.2.4 Beyond Meat Business Overview
  - 10.2.5 Beyond Meat Vegan Meats SWOT Analysis

- 10.2.6 Beyond Meat Recent Developments
- 10.3 Greenleaf Foods
  - 10.3.1 Greenleaf Foods Vegan Meats Basic Information
  - 10.3.2 Greenleaf Foods Vegan Meats Product Overview
  - 10.3.3 Greenleaf Foods Vegan Meats Product Market Performance
  - 10.3.4 Greenleaf Foods Vegan Meats SWOT Analysis
  - 10.3.5 Greenleaf Foods Business Overview
  - 10.3.6 Greenleaf Foods Recent Developments
- 10.4 ADM
  - 10.4.1 ADM Vegan Meats Basic Information
  - 10.4.2 ADM Vegan Meats Product Overview
  - 10.4.3 ADM Vegan Meats Product Market Performance
  - 10.4.4 ADM Business Overview
  - 10.4.5 ADM Recent Developments
- 10.5 Dupont
  - 10.5.1 Dupont Vegan Meats Basic Information
  - 10.5.2 Dupont Vegan Meats Product Overview
  - 10.5.3 Dupont Vegan Meats Product Market Performance
  - 10.5.4 Dupont Business Overview
  - 10.5.5 Dupont Recent Developments
- 10.6 The Nisshin Ollio Group
  - 10.6.1 The Nisshin Ollio Group Vegan Meats Basic Information
  - 10.6.2 The Nisshin Ollio Group Vegan Meats Product Overview
  - 10.6.3 The Nisshin Ollio Group Vegan Meats Product Market Performance
  - 10.6.4 The Nisshin Ollio Group Business Overview
  - 10.6.5 The Nisshin Ollio Group Recent Developments
- 10.7 Sonic Biochem Limited
  - 10.7.1 Sonic Biochem Limited Vegan Meats Basic Information
  - 10.7.2 Sonic Biochem Limited Vegan Meats Product Overview
  - 10.7.3 Sonic Biochem Limited Vegan Meats Product Market Performance
  - 10.7.4 Sonic Biochem Limited Business Overview
  - 10.7.5 Sonic Biochem Limited Recent Developments
- 10.8 MGP Ingredients
  - 10.8.1 MGP Ingredients Vegan Meats Basic Information
  - 10.8.2 MGP Ingredients Vegan Meats Product Overview
  - 10.8.3 MGP Ingredients Vegan Meats Product Market Performance
  - 10.8.4 MGP Ingredients Business Overview
  - 10.8.5 MGP Ingredients Recent Developments
- 10.9 Garden Protein International

- 10.9.1 Garden Protein International Vegan Meats Basic Information
- 10.9.2 Garden Protein International Vegan Meats Product Overview
- 10.9.3 Garden Protein International Vegan Meats Product Market Performance
- 10.9.4 Garden Protein International Business Overview
- 10.9.5 Garden Protein International Recent Developments
- 10.10 Amy's Kitchen
  - 10.10.1 Amy's Kitchen Vegan Meats Basic Information
  - 10.10.2 Amy's Kitchen Vegan Meats Product Overview
  - 10.10.3 Amy's Kitchen Vegan Meats Product Market Performance
  - 10.10.4 Amy's Kitchen Business Overview
  - 10.10.5 Amy's Kitchen Recent Developments
- 10.11 Quorn Foods
  - 10.11.1 Quorn Foods Vegan Meats Basic Information
  - 10.11.2 Quorn Foods Vegan Meats Product Overview
  - 10.11.3 Quorn Foods Vegan Meats Product Market Performance
  - 10.11.4 Quorn Foods Business Overview
  - 10.11.5 Quorn Foods Recent Developments
- 10.12 MorningStar Farms
  - 10.12.1 MorningStar Farms Vegan Meats Basic Information
  - 10.12.2 MorningStar Farms Vegan Meats Product Overview
  - 10.12.3 MorningStar Farms Vegan Meats Product Market Performance
  - 10.12.4 MorningStar Farms Business Overview
  - 10.12.5 MorningStar Farms Recent Developments
- 10.13 Meatless
  - 10.13.1 Meatless Vegan Meats Basic Information
  - 10.13.2 Meatless Vegan Meats Product Overview
  - 10.13.3 Meatless Vegan Meats Product Market Performance
  - 10.13.4 Meatless Business Overview
  - 10.13.5 Meatless Recent Developments
- 10.14 VBites
  - 10.14.1 VBites Vegan Meats Basic Information
  - 10.14.2 VBites Vegan Meats Product Overview
  - 10.14.3 VBites Vegan Meats Product Market Performance
  - 10.14.4 VBites Business Overview
  - 10.14.5 VBites Recent Developments
- 10.15 Hungry Planet
  - 10.15.1 Hungry Planet Vegan Meats Basic Information
  - 10.15.2 Hungry Planet Vegan Meats Product Overview
  - 10.15.3 Hungry Planet Vegan Meats Product Market Performance

- 10.15.4 Hungry Planet Business Overview
- 10.15.5 Hungry Planet Recent Developments

#### 10.16 Next Level

- 10.16.1 Next Level Vegan Meats Basic Information
- 10.16.2 Next Level Vegan Meats Product Overview
- 10.16.3 Next Level Vegan Meats Product Market Performance
- 10.16.4 Next Level Business Overview
- 10.16.5 Next Level Recent Developments

### **11 VEGAN MEATS MARKET FORECAST BY REGION**

- 11.1 Global Vegan Meats Market Size Forecast
- 11.2 Global Vegan Meats Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Vegan Meats Market Size Forecast by Country
  - 11.2.3 Asia Pacific Vegan Meats Market Size Forecast by Region
  - 11.2.4 South America Vegan Meats Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Vegan Meats by Country

### **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

- 12.1 Global Vegan Meats Market Forecast by Type (2025-2032)
  - 12.1.1 Global Forecasted Sales of Vegan Meats by Type (2025-2032)
  - 12.1.2 Global Vegan Meats Market Size Forecast by Type (2025-2032)
  - 12.1.3 Global Forecasted Price of Vegan Meats by Type (2025-2032)
- 12.2 Global Vegan Meats Market Forecast by Application (2025-2032)
  - 12.2.1 Global Vegan Meats Sales (K MT) Forecast by Application
  - 12.2.2 Global Vegan Meats Market Size (M USD) Forecast by Application (2025-2032)

### **13 CONCLUSION AND KEY FINDINGS**

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