

Global Veggie Meals Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Veggie meals, also known as plant-based meals, are food products that are entirely or primarily made from plant sources such as vegetables, fruits, grains, legumes, nuts, and seeds. These meals cater to a growing consumer segment seeking healthier, sustainable, and environmentally friendly food options. The market for veggie meals has witnessed significant growth in recent years, driven by changing consumer preferences, health consciousness, environmental concerns, and ethical considerations.

The current market size for veggie meals in 2023 stands at approximately USD 8.7 billion, with a projected Compound Annual Growth Rate (CAGR) of 12.45% from 2024 to 2032. This growth is fueled by several key drivers and market forces. Firstly, increasing health awareness among consumers, coupled with a rising prevalence of lifestyle diseases, has led to a shift towards plant-based diets. Additionally, concerns about animal welfare, environmental sustainability, and climate change have prompted many individuals to adopt a more plant-centric eating pattern.

Market trends in the veggie meals segment include the rising popularity of meat substitutes such as plant-based burgers, sausages, and nuggets. Companies like Beyond Meat and Impossible Foods have gained traction by offering products that closely mimic the taste and texture of traditional meat. Another trend is the expansion of plant-based options in fast-food chains and restaurants, reflecting a broader acceptance of veggie meals among mainstream consumers. Moreover, the increasing availability of innovative plant-based ingredients and flavors has contributed to the diversification of veggie meal offerings.

In terms of regional market distribution, leading markets for veggie meals include North America, Europe, and Asia Pacific. North America dominates the market due to a high concentration of health-conscious consumers, a strong presence of key industry players, and a growing trend of flexitarianism. Europe follows closely, driven by stringent regulations promoting sustainable food practices and a well-established vegan and vegetarian culture. In Asia Pacific, countries like China and India are witnessing a surge in demand for veggie meals due to changing dietary habits and increasing disposable incomes.

Despite the positive growth trajectory, the market for veggie meals faces challenges such as high product prices compared to conventional meat products, limited awareness in certain regions, and the need for continuous innovation to meet consumer expectations. Overcoming these challenges will require strategic pricing strategies, targeted marketing campaigns, and investment in research and development to enhance product quality and taste.

In conclusion, the market for veggie meals is poised for continued growth driven by evolving consumer preferences towards healthier and more sustainable food choices. By capitalizing on key trends, addressing market challenges, and expanding into emerging regions, companies in the veggie meals segment can unlock new opportunities for growth and innovation.

This report provides a deep insight into the global Veggie Meals 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 Veggie Meals 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 Veggie Meals market in any manner.

Global Veggie Meals 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

Patak's

Quorn

Mosaic

Goodfoods Group

Green Chef

Fresh Restaurants

Cook

Allplants

Amy's Kitchen

Inc.

Knorr

Nasoya

Green Giant

Tasty Bite

Thai Kitchen

Shanghai Zaozishu Catering Management Co.

Ltd

Shenzhen Qishan Food Co.

Ltd

Hongchang Biotechnology (Suzhou) Co.

Ltd

GODLY

Market Segmentation (by Type)

Pure Vegetarian

Others

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Veggie Meals Market

Overview of the regional outlook of the Veggie Meals 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 Veggie Meals 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.

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