

Global Plant-Based Shrimp Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Plant-Based Shrimp market size is expected to reach \$ 168 million by 2032, rising at a market growth of 9.1% CAGR during the forecast period (2026-2032).

Plant-based shrimp is an alternative food product based on konjac, peas, seaweed, alginate, cassava starch, potato extract, plant proteins, or blended plant-based formulations. Through gelation, fiberization, seasoning, breading, freezing, and ready-to-heat processing, it simulates the appearance, bite, elasticity, cooking adaptability, and seafood flavor of traditional shrimp. The product mainly addresses issues in traditional shrimp supply related to catch fluctuations, allergens, cold-chain pricing, sustainable consumption, and diversified foodservice menus. It is commonly delivered as frozen shrimp analogs, breaded shrimp, seasoned shrimp bites, ready-to-heat shrimp snacks, or bulk foodservice packs. Plant-based shrimp combines the elasticity of konjac gel, flavor reproduction from seaweed or marine-style seasonings, water retention and shaping from starch systems, and stable serving efficiency from prepared processing, enabling restaurants, supermarkets, e-commerce channels, institutional catering, vegan channels, and allergy-conscious consumers to access products that approximate the shrimp experience without using crustacean-derived ingredients. Mainstream products in the industry typically emphasize vegan positioning, shellfish-free claims, frozen storage, suitability for pan-frying, stir-frying, deep-frying, and grilling, and applications in salads, pasta, tacos, pizza, stir-fries, soups, and snacks.

Plant-based shrimp translates the shape, elasticity, marine flavor, and cooking adaptability of traditional shrimp into a food engineering problem that can be industrially reproduced. Judging from existing products, konjac, seaweed, peas, starches, and compound seasonings are currently the most common underlying routes. The industry is building formulation systems around elastic gels, plant protein structures, water

retention, and seafood flavor reproduction. Compared with plant-based beef and chicken, plant-based shrimp has clearer target morphology, smaller product units, and stronger suitability for freezing, breading, prepared processing, and rapid foodservice preparation. It can also be more easily incorporated into existing menus through dishes such as tacos, pasta, salads, stir-fries, pizza, and snacks. Therefore, technical competition in plant-based shrimp is not centered on protein content alone, but on texture stability, elasticity after freezing and reheating, cooking loss, clean marine flavor, allergen control, and breadth of menu adaptability. From a commercialization perspective, plant-based shrimp depends more on channel validation and scenario education than general plant-based meat. The industry does not rely solely on e-commerce sales, but is seeking repeat-purchase pathways across restaurants, supermarkets, cold-chain distribution, and branded retail. Since consumers are less familiar with plant-based seafood than with plant-based burgers, professional preparation in foodservice can reduce trial-and-error costs and amplify the product's strengths through seasoning and dish design. Future competition among companies will increasingly focus on chef acceptance, distribution coverage, cold-chain fulfillment, price-band control, and the number of applicable menu formats. From an industry outlook perspective, plant-based shrimp is unlikely to become a large-scale staple category in the short term, but it has the potential to become a highly recognizable and high-margin specialty product within plant-based seafood. Europe and North America remain the main markets, while the traditional seafood industry is long influenced by capture resources, aquaculture expansion, environmental pressure, price volatility, and food safety narratives, creating sustained market space for alternative seafood. The main industry risks lie in insufficient consumer repeat purchases, prices above traditional shrimp, diverging perceptions of the healthfulness of plant-based products, and the exit of some brands. However, as formulations improve, channels expand, and sustainable consumption education advances, plant-based shrimp remains a key niche segment within the plant-based seafood directory.

This report studies the global Plant-Based Shrimp production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Plant-Based Shrimp and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Plant-Based Shrimp that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Plant-Based Shrimp total production and demand, 2021-2032, (Tons)
Global Plant-Based Shrimp total production value, 2021-2032, (USD Million)
Global Plant-Based Shrimp production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)
Global Plant-Based Shrimp consumption by region & country, CAGR, 2021-2032 & (Tons)
U.S. VS China: Plant-Based Shrimp domestic production, consumption, key domestic manufacturers and share
Global Plant-Based Shrimp production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)
Global Plant-Based Shrimp production by Product Format, production, value, CAGR, 2021-2032, (USD Million) & (Tons)
Global Plant-Based Shrimp production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Plant-Based Shrimp market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Bayou Best Foods, The Plant Based Seafood Co., Beleaf Corporation, All Vegetarian, Lily's Vegan Pantry, Vegan Finest Foods, Growthwell Foods, Nestl?, Vegefarm, Good2Go Veggie, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Plant-Based Shrimp market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Product Format, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Plant-Based Shrimp Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Plant-Based Shrimp Market, Segmentation by Product Format:

Plain Shrimp Analog

Seasoned Shrimp Bite

Global Plant-Based Shrimp Market, Segmentation by Ingredient System:

Konjac-Based Shrimp

Pea Protein-Based Shrimp

Seaweed/Alginate-Based Shrimp

Other

Global Plant-Based Shrimp Market, Segmentation by Sales Channel:

Supermarket Retail

Foodservice Distribution

E-Commerce Direct Sales

Other Channels

Global Plant-Based Shrimp Market, Segmentation by Application:

Restaurant Menus

Home Cooking Retail

Prepared Meals

Institutional Catering

Other Applications

Companies Profiled:

Bayou Best Foods

The Plant Based Seafood Co.

Beleaf Corporation

All Vegetarian

Lily's Vegan Pantry

Vegan Finest Foods

Growthwell Foods

Nestl?

Vegefarm

Good2Go Veggie

Key Questions Answered:

1. How big is the global Plant-Based Shrimp market?
2. What is the demand of the global Plant-Based Shrimp market?
3. What is the year over year growth of the global Plant-Based Shrimp market?
4. What is the production and production value of the global Plant-Based Shrimp market?
5. Who are the key producers in the global Plant-Based Shrimp market?
6. What are the growth factors driving the market demand?

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