

Plant-based Ice Cream Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Plant-Based Ice Cream Market was valued at USD 732.6 million in 2024 and is projected to expand at a CAGR of 4.4% from 2025 to 2034. The increasing demand for dairy-free alternatives is largely fueled by heightened health consciousness, growing environmental awareness, and ethical considerations. Consumers are becoming more mindful of the environmental impact of traditional dairy production, leading many to shift toward plant-based diets. The market is also experiencing a surge in demand due to the rising prevalence of lactose intolerance and dairy allergies, prompting individuals to explore healthier, non-dairy dessert options.

Plant-based ice cream is rapidly gaining popularity as major brands and niche players continue to innovate with new flavors and plant-based milk alternatives such as almonds, oats, soy, coconut, and cashews. These alternatives not only mimic the creaminess of traditional ice cream but also offer unique nutritional benefits, making them an attractive choice for health-conscious consumers. Additionally, the clean-label movement, which emphasizes minimal processing and natural ingredients, has further accelerated the adoption of plant-based ice cream. Consumers are increasingly drawn to products that are free from artificial additives, preservatives, and allergens, creating significant growth opportunities for manufacturers. As the frozen dessert industry evolves, companies are actively expanding their product portfolios to cater to shifting consumer preferences, ensuring a steady demand for plant-based ice cream worldwide. A variety of flavors and packaging formats cater to diverse consumer tastes. Fruit-based options, accounting for 33.7% of the market share in 2024, continue to dominate due to their natural sweetness, refreshing taste, and additional health benefits. Consumers seeking low-calorie, antioxidant-rich treats prefer fruit-based, plant-based ice cream, making it one of the fastest-growing segments. The rising trend of functional ingredients, including probiotics and superfoods, is further enhancing the appeal of

these flavors.

In terms of packaging, the tub segment remains a consumer favorite due to its versatility and convenience. Tubs accommodate a wide range of portion sizes, from single servings to family-sized containers, making them an ideal choice for different consumption occasions. The demand for tub packaging is expected to grow at a CAGR of 4.9% during the forecast period, highlighting its continued preference among consumers. This trend is driven by its ability to store bulk quantities, ease of use, and suitability for at-home consumption. As more consumers opt for plant-based frozen desserts, manufacturers are focusing on sustainable and eco-friendly packaging solutions to enhance brand appeal and meet environmental regulations.

The U.S. Plant-Based Ice Cream Market is set for robust growth, projected to reach USD 322.4 million by 2034. The increasing demand for healthier, ready-to-eat dessert options is driving market expansion, particularly among consumers with busy lifestyles or those living in single-person households. Retailers across the U.S. are capitalizing on this trend by offering an extensive selection of plant-based ice cream, including organic, gluten-free, and allergen-free varieties. Major grocery chains, convenience stores, and e-commerce platforms are expanding their offerings to cater to evolving consumer preferences. With the plant-based movement gaining traction, industry leaders are investing in product innovation and marketing strategies to strengthen their market presence and meet the growing consumer demand for sustainable, dairy-free frozen treats.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Industry impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Growing demand for low-fat, dairy-free options.
 - 3.6.1.2 Increased adoption of vegan and lactose-free diets.
 - 3.6.1.3 Consumer shift toward eco-friendly, plant-based foods.
 - 3.6.2 Industry pitfalls and challenges
 - 3.6.2.1 Higher costs compared to traditional dairy ice cream.
 - 3.6.2.2 Sourcing quality plant-based ingredients consistently.
- 3.7 Growth potential analysis

3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

4.1 Introduction

4.2 Company market share analysis

4.3 Competitive positioning matrix

4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY FORM, 2021 – 2034 (USD BN) (TON)

5.1 Key trends

5.2 Blends

5.3 Singles

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY FLAVOUR, 2021 – (USD BN) (TON)

6.1 Key trends

6.2 Beans

6.3 Nuts

6.4 Fruits

6.5 Herbs

6.6 Others

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY PACKAGING TYPE, 2021 – (USD BN) (TON)

7.1 Key trends

7.2 Tubs

7.3 Cones

7.4 Bars

7.5 Others

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY SOURCE, 2021 – (USD BN) (TON)

- 8.1 Key trends
- 8.2 Coconut milk
- 8.3 Soy milk
- 8.4 Almond milk
- 8.5 Cashew milk
- 8.6 Others

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY DISTRIBUTION CHANNEL, 2021 – (USD BN) (TON)

- 9.1 Key trends
- 9.2 Supermarket & hypermarket
- 9.3 Convenience stores
- 9.4 Speciality stores
- 9.5 Online retail
- 9.6 Others

CHAPTER 10 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (USD BN) (TON)

- 10.1 Key trends
- 10.2 North America
 - 10.2.1 U.S.
 - 10.2.2 Canada
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 France
 - 10.3.4 Spain
 - 10.3.5 Italy
 - 10.3.6 Netherlands
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
 - 10.4.4 Australia
 - 10.4.5 South Korea
- 10.5 Latin America
 - 10.5.1 Brazil

10.5.2 Mexico

10.5.3 Argentina

10.6 Middle East and Africa

10.6.1 Saudi Arabia

10.6.2 South Africa

10.6.3 UAE

CHAPTER 11 COMPANY PROFILES

11.1 Alpro

11.2 Barry Callebaut

11.3 Cado Ice Cream

11.4 Danone

11.5 Froneri International

11.6 Nadamoo

11.7 Nestle

11.8 Saffron Ice Cream Company

11.9 Siri Millets

11.10 Unilever

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