

U.S. Plant-based Egg Replacers Market Size, Share & Trends Analysis Report By Source (Soy, Pea, Chickpea, Algal), By Form (Powdered, Liquid), By Application (Bakery & Confectionery, Ready Meals), And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. plant-based egg replacers market size was estimated at USD 332.2 million in 2024 and is expected to reach USD 554.4 million by 2033, growing at a CAGR of 6.0% from 2025 to 2033. The market growth is primarily driven by rising health consciousness, adoption of vegan and flexitarian diets, and concerns over animal welfare and sustainability.

Advancements in food formulation technologies are improving the texture and taste of plant-based egg substitutes, making them suitable for bakery, confectionery, and ready-to-eat applications, thereby strengthening consumer acceptance and driving industry expansion. In the U.S., avian influenza disruptions exposed supply vulnerability, prompting manufacturers and foodservice operators to trial and reformulate with plant solutions. For instance, in April 2025, Eat Just, maker of egg substitute Just Egg, started promoting its mung bean-based liquid egg as a 'bird flu bailout' for US consumers, after the average retail price of a dozen eggs in US cities reached USD 6.23, according to the Bureau of Labor Statistics, its highest level in more than a decade. Moreover, UK-based Plant Heads launched its liquid egg substitute, made from pea protein, on the shelves in the U.S.

Ethical considerations also play a significant role in the growth of the U.S. plant-based egg replacers industry. Consumers are becoming more conscious of animal welfare issues, leading to a preference for plant-based products that align with vegan and vegetarian lifestyles. Additionally, environmental sustainability concerns, including the

reduction of greenhouse gas emissions associated with animal farming, have driven individuals to seek plant-based alternatives.

U.S. Plant-based Egg Replacers Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each sub-segment from 2021 to 2033. For this study, Grand View Research has segmented the U.S. plant-based egg replacers market report based on source, form, and application:

Source Outlook (Revenue, USD Million, 2021 - 2033)

Soy

Pea

Chickpea

Potato

Algal

Others

Form Outlook (Revenue, USD Million, 2021 - 2033)

Powdered Egg Replacers

Liquid Egg Replacers

Others

Application Outlook (Revenue, USD Million, 2021 - 2033)

Bakery & Confectionery

Sauces, Dressings & Condiments

Processed Food

Ready Meals

Snacks & Desserts

Nutritional Products

Others

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