

Dairy Alternatives & Vegan Products Market Forecasts to 2032 - Global Analysis By Product (Non-Dairy Milk, Plant-Based Yogurt, Vegan Butter, Non-Dairy Ice Cream, Vegan Cheese and Other Vegan Dairy Alternatives), Source, Price Range, Formulation Type, Distribution Channel, End User and By Geography

<https://marketpublishers.com/r/DA8779172FC5EN.html>

Date: January 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: DA8779172FC5EN

Abstracts

According to Statistics MRC, the Global Dairy Alternatives & Vegan Products Market is accounted for \$24.34 billion in 2025 and is expected to reach \$40.91 billion by 2032 growing at a CAGR of 7.7% during the forecast period. Dairy alternatives and vegan products encompass a broad category of food and beverage items formulated without animal-derived ingredients, catering to consumers seeking plant-based or lactose-free options. Dairy alternatives typically include products such as plant-based milk, cheese, yogurt, and cream, derived from sources like soy, almond, oat, coconut, and pea protein. Vegan products extend beyond dairy substitutes to include plant-based meat, snacks, desserts, and nutritional supplements, offering ethical, sustainable, and health-conscious choices. These products are designed to meet dietary restrictions, environmental concerns, and lifestyle preferences while maintaining comparable taste, texture, and nutritional value to traditional animal-based foods, supporting inclusive consumption.

Market Dynamics:

Driver:

Health & Wellness Trends

The global shift toward health-conscious lifestyles is driving demand for dairy alternatives and vegan products. Consumers increasingly prioritize nutrient-rich, plant-based options that support cardiovascular health, weight management, and digestive wellness. Growing awareness of lactose intolerance, veganism, and plant-based nutrition contributes to sustained market growth. Functional ingredients further enhance appeal. This trend aligns with broader wellness movements, positioning dairy alternatives and vegan products as essential components of modern, health-oriented diets worldwide.

Restraint:

High Product Costs

Despite rising demand, high production and formulation costs continue to restrain market growth. Plant-based raw materials, specialized processing techniques, and fortification requirements increase overall pricing compared to conventional dairy products. This cost barrier can limit adoption among price-sensitive consumers and emerging markets. Additionally, sourcing sustainable ingredients at scale poses challenges for manufacturers, impacting profitability. The premium pricing of vegan and plant-based products remains a significant hurdle.

Opportunity:

Product Innovation & Variety

Innovation presents significant growth opportunities in the dairy alternatives and vegan products market. Companies are introducing diverse offerings, including plant-based milk, cheese, desserts, and functional beverages, catering to evolving consumer preferences. Advancements in taste, texture and fortified ingredients enhance acceptance and broaden appeal. Limited-edition flavors and region-specific formulations further stimulate demand. By continuously expanding product portfolios and investing in research, manufacturers can attract new consumer, strengthen brand loyalty, and drive long-term market growth.

Threat:

Regulatory & Labeling Challenges

Regulatory complexities and labeling requirements pose significant challenges for

market participants. Stricter definitions for 'vegan' or 'dairy-free' claims and cross-border compliance requirements can delay product launches. Mislabeling or inadequate disclosure risks legal penalties and reputational damage. Additionally, evolving food safety regulations and quality standards necessitate continuous monitoring and adaptation. Manufacturers must navigate diverse regulatory frameworks across regions to maintain consumer trust and mitigate threats that could hinder market expansion.

Covid-19 Impact:

The Covid-19 pandemic significantly influenced consumer behavior and market dynamics. Heightened health awareness and immunity concerns accelerated demand for plant-based and nutrient-rich products. Supply chain disruptions initially affected raw material availability and production schedules. However, increased online grocery adoption and home consumption offset challenges, expanding market accessibility. Post-pandemic, immune support, and sustainable diets continues to benefit the dairy alternatives and vegan products sector, reinforcing long-term growth trajectories while encouraging innovation in convenient, safe, and nutritious offerings.

The vegan butter segment is expected to be the largest during the forecast period

The vegan butter segment is expected to account for the largest market share during the forecast period, due to its versatility, flavor, and health-conscious appeal. Rising consumer preference for plant-based spread that replicates traditional butter's taste demand. Its applications in baking and ready-to-eat products enhance market penetration. Product innovations, including fortified and flavored variants, further strengthen adoption. Additionally, the growing shift toward cholesterol-free and lactose-free diets supports sustained growth, positioning vegan butter as a key revenue contributor within the global dairy alternatives landscape.

The coconut segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the coconut segment is predicted to witness the highest growth rate, due to Coconut-derived milk, cream, yogurt, and other products offer natural, nutrient-rich alternatives appealing to health-conscious and vegan consumers. Its inherent flavor and functional benefits, such as healthy fats, drive widespread adoption. Growing awareness of plant-based nutrition and lactose intolerance further accelerates consumption. Manufacturers focusing on innovation and convenient formats will benefit, making coconut-based products a primary growth engine in the expanding dairy alternatives and vegan products market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to increasing lactose intolerance prevalence, and expanding vegan product availability. Rapid urbanization and evolving dietary preferences drive plant-based product adoption. Markets such as China, India, Japan, and Australia witness rising consumer demand for dairy alternatives, including milk and spreads. Additionally, government initiatives promoting nutrition and wellness further support growth. The combination of population size, cultural adoption of plant-based diets, and innovative product offerings positions Asia Pacific as a dominant regional market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong consumer preference for plant-based diets and innovative product launches. The United States and Canada are major hubs for vegan and dairy-free products, supported by health-focused lifestyles and favorable regulatory frameworks. Market growth is fueled by continuous investment in product R&D, fortified and functional variants, and premium positioning. Rising adoption among millennials and Gen Z consumers seeking ethical, nutritious, and convenient alternatives ensures robust market acceleration across the region.

Key players in the market

Some of the key players in Dairy Alternatives & Vegan Products Market include SunOpta Inc., Danone S.A., Vitasoy International Holdings Ltd, Ripple Foods, Daiya Foods Inc., Elmhurst Milked Direct, Oatly Group AB, Califia Farms, The Hain Celestial Group, Inc., Valsoia S.p.A., Follow Your Heart, Blue Diamond Growers, Sahmyook Foods, Earth's Own Food Company Inc., and Sanitarium Health and Wellbeing Company.

Key Developments:

In October 2025, Lifeway Foods and Danone North America have agreed to work together to refresh Lifeway's board by appointing four new independent directors and separating the chair and CEO roles, while pausing related litigation and stabilizing governance to move forward.

In May 2025, Danone has agreed to acquire a majority stake in US plant-based nutrition firm Kate Farms, bringing its organic, medical and everyday nutrition products into Danone's specialized nutrition portfolio to reach more patients and consumers with quality, science-based nutritional solutions.

Products Covered:

Non-Dairy Milk

Plant-Based Yogurt

Vegan Butter

Non-Dairy Ice Cream

Vegan Cheese

Other Vegan Dairy Alternatives

Sources Covered:

Almond

Soy

Coconut

Rice

Oats

Other Sources

Price Ranges Covered:

Low Range

Medium Range

Premium Range

Formulation Types Covered:

Plain / Original

Flavored / Fortified

Distribution Channels Covered:

Supermarkets / Hypermarkets

Convenience Stores

Online Retail

Specialty Stores

Other Retail Formats

End Users Covered:

Household Consumers

Food Service Industry

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 End User Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Non-Dairy Milk
- 5.3 Plant-Based Yogurt
- 5.4 Vegan Butter
- 5.5 Non-Dairy Ice Cream
- 5.6 Vegan Cheese
- 5.7 Other Vegan Dairy Alternatives

6 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY SOURCE

- 6.1 Introduction
- 6.2 Almond
- 6.3 Soy
- 6.4 Coconut
- 6.5 Rice
- 6.6 Oats
- 6.7 Other Sources

7 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY PRICE RANGE

- 7.1 Introduction
- 7.2 Low Range
- 7.3 Medium Range
- 7.4 Premium Range

8 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY FORMULATION TYPE

- 8.1 Introduction
- 8.2 Plain / Original
- 8.3 Flavored / Fortified

9 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

- 9.1 Introduction

9.2 Supermarkets / Hypermarkets

9.3 Convenience Stores

9.4 Online Retail

9.5 Specialty Stores

9.6 Other Retail Formats

10 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY END USER

10.1 Introduction

10.2 Household Consumers

10.3 Food Service Industry

11 GLOBAL DAIRY ALTERNATIVES & VEGAN PRODUCTS MARKET, BY GEOGRAPHY

11.1 Introduction

11.2 North America

11.2.1 US

11.2.2 Canada

11.2.3 Mexico

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

11.4.3 India

11.4.4 Australia

11.4.5 New Zealand

11.4.6 South Korea

11.4.7 Rest of Asia Pacific

11.5 South America

11.5.1 Argentina

11.5.2 Brazil

- 11.5.3 Chile
- 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 SunOpta Inc.
- 13.2 Danone S.A.
- 13.3 Vitasoy International Holdings Ltd
- 13.4 Ripple Foods
- 13.5 Daiya Foods Inc.
- 13.6 Elmhurst Milked Direct
- 13.7 Oatly Group AB
- 13.8 Califia Farms
- 13.9 The Hain Celestial Group, Inc.
- 13.10 Valsoia S.p.A.
- 13.11 Follow Your Heart
- 13.12 Blue Diamond Growers
- 13.13 Sahmyook Foods
- 13.14 Earth's Own Food Company Inc.
- 13.15 Sanitarium Health and Wellbeing Company

List Of Tables

LIST OF TABLES

Table 1 Global Dairy Alternatives & Vegan Products Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Dairy Alternatives & Vegan Products Market Outlook, By Product (2024-2032) (\$MN)

Table 3 Global Dairy Alternatives & Vegan Products Market Outlook, By Non-Dairy Milk (2024-2032) (\$MN)

Table 4 Global Dairy Alternatives & Vegan Products Market Outlook, By Plant-Based Yogurt (2024-2032) (\$MN)

Table 5 Global Dairy Alternatives & Vegan Products Market Outlook, By Vegan Butter (2024-2032) (\$MN)

Table 6 Global Dairy Alternatives & Vegan Products Market Outlook, By Non-Dairy Ice Cream (2024-2032) (\$MN)

Table 7 Global Dairy Alternatives & Vegan Products Market Outlook, By Vegan Cheese (2024-2032) (\$MN)

Table 8 Global Dairy Alternatives & Vegan Products Market Outlook, By Other Vegan Dairy Alternatives (2024-2032) (\$MN)

Table 9 Global Dairy Alternatives & Vegan Products Market Outlook, By Source (2024-2032) (\$MN)

Table 10 Global Dairy Alternatives & Vegan Products Market Outlook, By Almond (2024-2032) (\$MN)

Table 11 Global Dairy Alternatives & Vegan Products Market Outlook, By Soy (2024-2032) (\$MN)

Table 12 Global Dairy Alternatives & Vegan Products Market Outlook, By Coconut (2024-2032) (\$MN)

Table 13 Global Dairy Alternatives & Vegan Products Market Outlook, By Rice (2024-2032) (\$MN)

Table 14 Global Dairy Alternatives & Vegan Products Market Outlook, By Oats (2024-2032) (\$MN)

Table 15 Global Dairy Alternatives & Vegan Products Market Outlook, By Other Sources (2024-2032) (\$MN)

Table 16 Global Dairy Alternatives & Vegan Products Market Outlook, By Price Range (2024-2032) (\$MN)

Table 17 Global Dairy Alternatives & Vegan Products Market Outlook, By Low Range (2024-2032) (\$MN)

Table 18 Global Dairy Alternatives & Vegan Products Market Outlook, By Medium

Range (2024-2032) (\$MN)

Table 19 Global Dairy Alternatives & Vegan Products Market Outlook, By Premium
Range (2024-2032) (\$MN)

Table 20 Global Dairy Alternatives & Vegan Products Market Outlook, By Formulation
Type (2024-2032) (\$MN)

Table 21 Global Dairy Alternatives & Vegan Products Market Outlook, By Plain /
Original (2024-2032) (\$MN)

Table 22 Global Dairy Alternatives & Vegan Products Market Outlook, By Flavored /
Fortified (2024-2032) (\$MN)

Table 23 Global Dairy Alternatives & Vegan Products Market Outlook, By Distribution
Channel (2024-2032) (\$MN)

Table 24 Global Dairy Alternatives & Vegan Products Market Outlook, By Supermarkets
/ Hypermarkets (2024-2032) (\$MN)

Table 25 Global Dairy Alternatives & Vegan Products Market Outlook, By Convenience
Stores (2024-2032) (\$MN)

Table 26 Global Dairy Alternatives & Vegan Products Market Outlook, By Online Retail
(2024-2032) (\$MN)

Table 27 Global Dairy Alternatives & Vegan Products Market Outlook, By Specialty
Stores (2024-2032) (\$MN)

Table 28 Global Dairy Alternatives & Vegan Products Market Outlook, By Other Retail
Formats (2024-2032) (\$MN)

Table 29 Global Dairy Alternatives & Vegan Products Market Outlook, By End User
(2024-2032) (\$MN)

Table 30 Global Dairy Alternatives & Vegan Products Market Outlook, By Household
Consumers (2024-2032) (\$MN)

Table 31 Global Dairy Alternatives & Vegan Products Market Outlook, By Food Service
Industry (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East &
Africa Regions are also represented in the same manner as above.

I would like to order

Product name: Dairy Alternatives & Vegan Products Market Forecasts to 2032 - Global Analysis By Product (Non-Dairy Milk, Plant-Based Yogurt, Vegan Butter, Non-Dairy Ice Cream, Vegan Cheese and Other Vegan Dairy Alternatives), Source, Price Range, Formulation Type, Distribution Channel, End User and By Geography

Product link: <https://marketpublishers.com/r/DA8779172FC5EN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DA8779172FC5EN.html>