

# **Direct-to-Consumer (D2C) Food Brands Market Forecasts to 2034 – Global Analysis By Product Type (Packaged Food Products, Beverages, Snacks & Functional Foods, Meal Kits & Ready Meals and Other Product Types), Platform Type, Business Model, Product Category, and End User**

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## **Abstracts**

According to Statistics MRC, the Global Direct-to-Consumer (D2C) Food Brands Market is accounted for \$135.0 billion in 2026 and is expected to reach \$448.8 billion by 2034 growing at a CAGR of 16.2% during the forecast period. Direct-to-Consumer (D2C) Food Brands sell food products directly to customers without intermediaries such as retailers or wholesalers. These brands use e-commerce platforms, subscription models, and digital marketing to reach consumers. They offer better pricing control, brand engagement, and customer insights. Increasing digital adoption and preference for convenient shopping are driving growth. D2C models enable food companies to build stronger customer relationships and offer personalized products and experiences.

### **Market Dynamics:**

Driver:

Growth of e-commerce food retail

Consumers are increasingly purchasing food products through digital platforms. This is driving demand for D2C food brands as manufacturers are leveraging online channels to directly reach consumers, improve accessibility, and offer personalized product experiences without traditional retail intermediaries. Smartphone penetration is

increasing globally. Digital payment adoption is rising steadily. Online grocery platforms are becoming mainstream. This is supporting strong market growth.

Restraint:

Customer acquisition expense challenges

Digital advertising expenses are increasing significantly across platforms. This creates pressure on profit margins for emerging brands. Competition for online visibility is intensifying. Customer loyalty is difficult to maintain in crowded markets. Marketing investments are required for sustained growth. These factors restrain market expansion.

Opportunity:

Subscription-based D2C food models

Subscription-based models are creating strong opportunities in the D2C food market. These models ensure recurring revenue and improved customer retention. This is driving demand for subscription-based D2C food models as companies adopt personalized meal plans, curated food boxes, and recurring delivery systems that enhance convenience and strengthen long-term consumer engagement across digital platforms. Consumer preference for convenience is increasing. Predictable purchasing behavior supports scalability. This supports strong market expansion.

Threat:

Strong retail distributor competition

Established retail networks have wider physical reach and brand trust. This limits the growth potential of pure D2C models. Retail pricing strategies can be highly competitive. Consumer preference for in-store shopping still exists in many regions. Distribution partnerships influence market dynamics. These factors pose a challenge to D2C growth.

Covid-19 Impact:

The pandemic accelerated the shift toward online food purchasing globally. Consumers increasingly relied on digital platforms for essential food items. Demand for home delivery and D2C brands rose significantly. Supply chain disruptions encouraged direct-

to-consumer models. Food brands expanded their online presence rapidly. Digital adoption increased across all age groups. Overall, the market experienced strong structural transformation and growth.

The packaged food products segment is expected to be the largest during the forecast period

The packaged food products segment is expected to account for the largest market share during the forecast period as packaged goods offer convenience, longer shelf life, and wide product variety, making them highly suitable for online retail channels and direct-to-consumer distribution models across global markets. These products are easy to ship and store. Consumer demand for convenience is strong. Retail logistics support distribution efficiency. Brand visibility is high in packaged formats. E-commerce platforms favor packaged goods.

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

Over the forecast period, the functional foods segment is predicted to witness the highest growth rate due to increasing consumer demand for health-enhancing food products that provide additional nutritional benefits beyond basic sustenance and align with preventive healthcare and wellness-focused consumption trends. Health awareness is rising globally. Consumers are choosing nutrient-rich foods. Innovation in functional ingredients is increasing. Personalized nutrition trends are expanding demand. Online platforms support product accessibility.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share owing to strong digital grocery adoption in the United States and Canada along with high consumer spending power and well-established e-commerce infrastructure supporting direct-to-consumer food brand growth. Online retail penetration is high. Consumers prefer convenience-based shopping. Major D2C brands are headquartered in the region. Logistics networks are highly developed. Digital marketing adoption is strong.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest

CAGR driven by rapid expansion of e-commerce platforms in countries such as China, India, Japan, and South Korea along with increasing smartphone penetration, rising disposable incomes, and growing preference for online food purchasing among urban consumers. Digital ecosystems are expanding rapidly. Youth population is highly active online. Food delivery infrastructure is improving. Retail digitization is accelerating. Consumer behavior is shifting toward online channels.

### **Key players in the market**

Some of the key players in Direct-to-Consumer (D2C) Food Brands Market include Nestle S.A., PepsiCo, Inc., Mondelez International, Unilever plc, Danone S.A., General Mills, Inc., Rebel Foods, Thrasio, Good Food Holdings, Huel Ltd., Health-Ade Kombucha, Karma Drinks, Oatly Group AB, Goli Nutrition and Perfect Snacks.

### **Key Developments:**

In April 2026, Oatly Group AB reported its first-quarter financial results, highlighting the continued success of its "Oat-First" technical advancements across more than 50 countries. This system launch emphasizes Oatly's expansion beyond simple milk alternatives into a broader dairy portfolio, including yogurt, ice cream, and spreads that are increasingly available through localized D2C subscription models in major urban hubs.

In March 2026, Unilever announced a landmark agreement to combine its Foods business with McCormick to create a scaled, global flavor powerhouse with a superior growth profile. This collaborative initiative is expected to realize approximately \$600 million in annual run-rate cost synergies, enabling both entities to reinvest heavily in digital marketing and direct-to-consumer engagement for their combined power brands.

### **Product Types Covered:**

Packaged Food Products

Beverages

Snacks & Functional Foods

Meal Kits & Ready Meals

## Other Product Types

### Platform Types Covered:

Brand-Owned Websites

Mobile Applications

E-Commerce Marketplaces

Social Commerce Platforms

Other Platform Types

### Business Models Covered:

Subscription-Based D2C

One-Time Purchase Model

Hybrid Model

Premium D2C Brands

Other Business Models

### Product Categories Covered:

Health & Wellness Foods

Organic Foods

Functional Foods

Gourmet Foods

## Other Product Categories

### End Users Covered:

Urban Consumers

Millennials & Gen Z

Health-Conscious Buyers

Working Professionals

Other End Users

### Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

#### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

#### South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032

and 2034

- 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

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Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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