

# **Plant-Based Functional Broths Market Forecasts to 2034 – Global Analysis By Product Type (Vegetable-Based Broths, Mushroom-Based Broths, Seaweed-Based Broths, Legume-Based Broths, Herbal Infused Broths and Ready-to-Drink Functional Broths), Functional Benefit, Ingredient Type, Packaging Type, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Plant-Based Functional Broths Market is accounted for \$2.4 billion in 2026 and is expected to reach \$5.6 billion by 2034 growing at a CAGR of 11.1% during the forecast period. Plant-based functional broths refer to vegetable-based, mushroom-derived, seaweed-infused, legume-based, herbal-infused, and ready-to-drink broth formulations enriched with plant-derived bioactive compounds that deliver immunity support, gut health enhancement, detoxification support, anti-inflammatory benefit, energy and vitality improvement, and hydration optimization through concentrated botanical extraction processes, targeting health-conscious consumers seeking warming functional food beverages that deliver therapeutic wellness benefits through daily consumption routines aligned with plant-based dietary values.

### **Market Dynamics:**

#### **Driver:**

Functional Food Beverage Wellness Integration

Consumer adoption of functional food and beverage products as accessible daily wellness ritual formats delivering therapeutic nutrition within familiar culinary preparation

and consumption contexts is driving plant-based functional broth market expansion as health-motivated consumers seek alternatives to supplement capsule routines. Culinary wellness trend merging professional chef food artistry with functional nutrition positioning is amplifying plant-based broth appeal as sophisticated wellness food products transcending conventional soup category perception toward premium health beverage positioning.

**Restraint:****Shelf Life and Freshness Consumer Expectations**

Consumer expectation for fresh, minimally processed broth qualities conflicting with commercially viable ambient shelf-stable broth product processing requirements creates a product format tension between premium fresh refrigerated broth positioning and affordable shelf-stable ambient distribution economics, requiring premium refrigerated broth brands to maintain cold chain infrastructure investment that substantially increases distribution cost and limits geographic market coverage compared to shelf-stable broth format competitive alternatives.

**Opportunity:****Mushroom Functional Broth Innovation Premium**

Medicinal mushroom-based functional broth development incorporating reishi, lion's mane, chaga, and turkey tail mushroom extracts with documented immune modulation and cognitive support bioactive compound content represents a premium market innovation opportunity within the plant-based functional broth category, as mushroom supplement consumer awareness translating to cooking format adoption creates demand for convenient mushroom functional broth products enabling daily mushroom bioactive consumption within established cooking and warming beverage routines.

**Threat:****Animal Bone Broth Category Competition**

Established and growing animal-derived bone broth market with strong consumer adoption, well-documented collagen and glycine benefit positioning, and established distribution through premium grocery and specialty retail channels creates a high-awareness competing category that plant-based functional broths must differentiate

against through clear vegan certification, novel functional ingredient positioning, and superior sustainability credentials that justify choosing plant-based functional broth alternatives among consumers aware of both category options.

### **Covid-19 Impact:**

COVID-19 immune health investment surge and comfort food behavioral shift during home isolation periods generated substantial functional broth category trial and adoption as consumers sought warming nutritious home beverages delivering immunity support through accessible culinary formats. Post-pandemic sustained immunity health consciousness, gut wellness investment, and clean eating dietary trends continue driving plant-based functional broth market growth across premium grocery and direct-to-consumer wellness food distribution channels globally.

The herbal infused broths segment is expected to be the largest during the forecast period

The herbal infused broths segment is expected to account for the largest market share during the forecast period, due to the broad consumer familiarity with culinary herbs and botanical infusion flavor profiles enabling accessible taste-first market entry for functional broth trial among mainstream consumers less familiar with mushroom or seaweed broth formats, combined with the highest active botanical compound variety achievable through herbal infusion enabling multi-functional wellness benefit positioning across immunity, digestive, and stress relief claims within single product formats.

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

Over the forecast period, the immunity support segment is predicted to witness the highest growth rate, driven by sustained post-pandemic consumer prioritization of daily immune health maintenance through food and beverage intervention creating consistent demand for functional broth products with verifiable immunity-supporting botanical ingredient credentials including elderberry, ginger, turmeric, echinacea, and medicinal mushroom compounds that align with well-established consumer immunity supplement ingredient awareness translating naturally to functional food format adoption.

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

During the forecast period, the North America region is expected to hold the largest

market share, due to the United States hosting an established functional broth consumer market with pioneering brands including Kettle & Fire, Bonafide Provisions, and Pacific Foods generating substantial domestic revenue, strong premium grocery retail support for functional food innovation, and high consumer wellness food investment driving trial and adoption of novel plant-based functional broth products across health food retail networks.

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

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, due to deeply embedded herbal soup and functional broth culinary traditions in Chinese, Japanese, Korean, and Southeast Asian food cultures providing natural consumer adoption foundations for modern packaged plant-based functional broths, rapidly growing urban wellness food markets in Asia Pacific driving premium functional food product category development, and expanding domestic functional food brand innovation responding to growing health-conscious consumer demand.

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

Some of the key players in Plant-Based Functional Broths Market include Nestlé S.A., Unilever PLC, Campbell Soup Company, The Kraft Heinz Company, General Mills Inc., The Hain Celestial Group, Conagra Brands Inc., Edward & Sons Trading Co., Ocean's Halo, Kettle & Fire, Bonafide Provisions, Dr. Kellyann, Imagine Foods, Swanson (Campbell), Pacific Foods (Campbell), Better Than Bouillon, and Annie Chun's.

### **Key Developments:**

In April 2026, Kettle & Fire launched a new plant-based functional mushroom broth range featuring reishi, chaga, and lion's mane medicinal mushroom blends with immunity and cognitive benefit positioning targeting premium US grocery and direct-to-consumer channels.

In March 2026, Pacific Foods (Campbell) introduced a new immunity-focused herbal vegetable broth collection with elderberry, astragalus, and ginger botanical complex targeting mainstream US grocery distribution as an accessible functional food wellness product.

In December 2025, Ocean's Halo expanded its seaweed-based functional broth portfolio with new gut health and detox formulations featuring certified organic kelp and

wakame extracts with prebiotic fiber for premium natural grocery retail distribution.

#### Product Types Covered:

Vegetable-Based Broths

Mushroom-Based Broths

Seaweed-Based Broths

Legume-Based Broths

Herbal Infused Broths

Ready-to-Drink Functional Broths

#### Functional Benefits Covered:

Immunity Support

Gut Health

Detoxification

Anti-Inflammatory

Energy & Vitality

Hydration Support

#### Ingredient Types Covered:

Organic Ingredients

Non-GMO Ingredients

Gluten-Free Formulations

Low-Sodium Formulations

High-Mineral Content

Packaging Types Covered:

Tetra Packs

Bottles

Cans

Pouches

Concentrates

End Users Covered:

Vegan Consumers

Health-Conscious Consumers

Fitness Enthusiasts

Clinical Nutrition 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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