

Plant Based Butter Market Forecasts to 2032 – Global Analysis By Product Type (Vegetable Butter, Nut Butter, Vegan Ghee, Whipped Plant-Based Butter, and Other Product Types), Source, Flavor, Distribution Channels, Packaging Type, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Plant Based Butter Market is accounted for \$2.89 billion in 2025 and is expected to reach \$5.02 billion by 2032 growing at a CAGR of 8.2% during the forecast period. Plant-based butter is a non-dairy butter alternative made primarily from a blend of plant-derived oils, such as olive, avocado, coconut, or palm kernel oil, combined with water and often emulsifiers. Unlike traditional butter from animal milk, it contains no animal products, making it suitable for vegans and those with lactose intolerance. It aims to replicate the taste, texture, and functionality of dairy butter for cooking, baking, and spreading.

According to the Food Industry Association, around a third of all households hold at least one vegan, vegetarian, flexitarian, or pescatarian. However, only 5% of households adhere strictly to animal-free diets.

Market Dynamics:

Driver:

Rising adoption of vegan and flexitarian diets

With growing awareness of health benefits and environmental sustainability, consumers

are shifting toward plant-based diets. The increasing prevalence of lactose intolerance and dairy allergies is further driving the demand for plant-based butter. Plant-based butter offers a viable alternative to dairy butter, appealing to health-conscious individuals and ethical consumers. Food manufacturers are responding by expanding their plant-based product lines, ensuring wider availability and variety. As a result, the demand for plant-based butter continues to rise globally.

Restraint:

Competition from Traditional Dairy Butter

Despite the growing popularity of plant-based alternatives, traditional dairy butter remains deeply entrenched in consumer habits. Many consumers perceive dairy butter as superior in taste and texture, making it a preferred choice for cooking and baking. Established dairy brands dominate retail shelves, creating strong competition for plant-based options. Additionally, plant-based butter often comes at a higher price point, discouraging budget-conscious shoppers from making the switch. Regulatory policies surrounding dairy production also favor traditional butter, further challenging the expansion of plant-based alternatives.

Opportunity:

Increasing disposable income

Rising disposable income across various regions is enabling consumers to explore premium and health-focused food options. As more people become health-conscious, they are willing to invest in better-quality food alternatives, including plant-based butter. The expansion of middle-class populations in emerging markets is contributing to increase spending on specialty food items. Premium plant-based butter variants with added nutrients and unique flavors are gaining traction among affluent consumers. This trend is expected to drive significant growth in the plant-based butter market.

Threat:

Storage and distribution logistics

Plant-based butter faces logistical challenges related to storage and distribution, affecting its market penetration. Due to its formulation, plant-based butter may require refrigeration to maintain its texture and shelf life. Ensuring consistent cold-chain logistics

increases operational costs, posing a challenge for retailers and distributors. In regions with limited infrastructure, maintaining product quality during transportation becomes a significant hurdle. Furthermore, shorter shelf life compared to traditional dairy butter can lead to inventory management challenges.

Covid-19 Impact

The COVID-19 pandemic had both positive and negative effects on the plant-based butter market. Supply chain disruptions initially caused delays in production and distribution, affecting market availability. However, the pandemic also accelerated consumer interest in health-conscious eating, boosting demand for plant-based alternatives. The crisis highlighted the importance of sustainability, further promoting plant-based diets among environmentally conscious buyers. Post-pandemic, investments in plant-based food innovation have increased, driving continued market expansion.

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

The nut butter segment is expected to account for the largest market share during the forecast period, due to its nutritional benefits and wide consumer acceptance. Nut-based butter, such as almond and cashew butter, offers a rich source of proteins, healthy fats, and essential vitamins. As more consumers seek dairy-free alternatives, nut butter's creamy texture and distinct flavour make it a popular choice. Additionally, innovations in manufacturing processes have enhanced taste profiles, making nut butter more appealing across different demographics.

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

Over the forecast period, the household segment is predicted to witness the highest growth rate, due to increasing consumer preference for home-cooked meals and healthier eating habits. Families are shifting toward plant-based butter as a staple ingredient for their daily meals, including breakfast spreads and baked goods. The availability of various plant-based butter options in supermarkets and online platforms is supporting this trend.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share due to growing consumer awareness of plant-based diets and rapid urbanization. Countries like China, India, and Japan are witnessing a rise in demand for dairy alternatives due to lactose intolerance and dietary preferences. Government initiatives supporting sustainable food choices and vegan-friendly policies are positively impacting consumer behaviour. Strong investments in plant-based food production and innovations are further fuelling market expansion in the region.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to rising consumer inclination toward health-conscious and ethical eating habits. The region has a well-established market for plant-based products, driven by a strong base of vegan and flexitarian consumers. Major food companies are heavily investing in plant-based butter innovations, expanding product availability across retail and online stores. Additionally, rising concerns over environmental sustainability and animal welfare are accelerating the shift toward dairy alternatives.

Key players in the market

Some of the key players profiled in the Plant Based Butter Market include Conagra Brands Inc., Prosperity Organic Food Inc., Upfield Holdings B.V., Premier Organics, Miyoko's Creamery, Daiya Fine Food Ltd., Califia Farms, Nutiva Inc., Kite Hill, ForA Foods, Milkadamia, Melt Organic, Naturli' Foods A/S, Pure Blends, and WayFare Foods.

Key Developments:

In July 2023, Daiya Foods Launches Two New Plant-Based Cheeses. Daiya Foods is excited to announce the release of its newest products, Goat Cheeze Flavour Crumbles and Feta Cheeze Flavour Crumbles. The two new cheese products will be available on-shelf throughout Canada in June, offering a new and delicious alternative to traditional dairy-based cheese.

In June 2020, Upfield brand and Country Crock and No-till on the Plains have partnered on a three-year program to support farmers with soil health education and cost-share to plant cover crops to improve soil health on fields. The initial collaboration will support farmers in the Kansas-area, where Country Crock is made, to cover 13,000 acres in the first year alone.

Product Types Covered:

Vegetable Butter

Nut Butter

Vegan Ghee

Whipped Plant-Based Butter

Other Product Types

Sources Covered:

Coconut-based

Soy-based

Almond-based

Cashew-based

Macadamia-based

Oat-based

Peanut-based

Avocado-based

Canola-based

Other Sources

Flavors Covered:

Unflavoured

Flavoured

Distribution Channels Covered:

Supermarkets/Hypermarkets

Online Retailers

Convenience Stores

Packaging Types Covered:

Tubs/Cups

Jars/Bottles

Sticks/Wraps

Pouches/Squeezable Packs

Sustainable Packaging

Other Packaging Types

End Users Covered:

Household

Food Service Industry

Food and Beverage Industry

Other End Users

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

Plant Based Butter Market Forecasts to 2032 – Global Analysis By Product Type (Vegetable Butter, Nut Butter, V...

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 PLANT BASED BUTTER MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Vegetable Butter
- 5.3 Nut Butter
- 5.4 Vegan Ghee
- 5.5 Whipped Plant-Based Butter
- 5.6 Other Product Types

6 GLOBAL PLANT BASED BUTTER MARKET, BY SOURCE

- 6.1 Introduction
- 6.2 Coconut-based
- 6.3 Soy-based
- 6.4 Almond-based
- 6.5 Cashew-based
- 6.6 Macadamia-based
- 6.7 Oat-based
- 6.8 Peanut-based
- 6.9 Avocado-based
- 6.10 Canola-based
- 6.11 Other Sources

7 GLOBAL PLANT BASED BUTTER MARKET, BY FLAVOR

- 7.1 Introduction
- 7.2 Unflavoured
- 7.3 Flavoured

8 GLOBAL PLANT BASED BUTTER MARKET, BY DISTRIBUTION CHANNELS

- 8.1 Introduction
- 8.2 Supermarkets/Hypermarkets
- 8.3 Online Retailers
- 8.4 Convenience Stores

9 GLOBAL PLANT BASED BUTTER MARKET, BY PACKAGING TYPE

- 9.1 Introduction

- 9.2 Tubs/Cups
- 9.3 Jars/Bottles
- 9.4 Sticks/Wraps
- 9.5 Pouches/Squeezable Packs
- 9.6 Sustainable Packaging
 - 9.6.1 Recyclable Plastics
 - 9.6.2 Post-Consumer Recycled (PCR)
- 9.7 Other Packaging Types

10 GLOBAL PLANT BASED BUTTER MARKET, BY END USER

- 10.1 Introduction
- 10.2 Household
- 10.3 Food Service Industry
- 10.4 Food and Beverage Industry
- 10.5 Other End Users

11 GLOBAL PLANT BASED BUTTER 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 Conagra Brands Inc.
- 13.2 Prosperity Organic Food Inc.
- 13.3 Upfield Holdings B.V.
- 13.4 Premier Organics
- 13.5 Miyoko's Creamery
- 13.6 Daiya Fine Food Ltd.
- 13.7 Califia Farms
- 13.8 Nutiva Inc.
- 13.9 Kite Hill
- 13.10 ForA Foods
- 13.11 Milkadamia
- 13.12 Melt Organic
- 13.13 Naturli' Foods A/S
- 13.14 Pure Blends
- 13.15 WayFare Foods

List Of Tables

LIST OF TABLES

- Table 1 Global Plant Based Butter Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Plant Based Butter Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Plant Based Butter Market Outlook, By Vegetable Butter (2024-2032) (\$MN)
- Table 4 Global Plant Based Butter Market Outlook, By Nut Butter (2024-2032) (\$MN)
- Table 5 Global Plant Based Butter Market Outlook, By Vegan Ghee (2024-2032) (\$MN)
- Table 6 Global Plant Based Butter Market Outlook, By Whipped Plant-Based Butter (2024-2032) (\$MN)
- Table 7 Global Plant Based Butter Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 8 Global Plant Based Butter Market Outlook, By Source (2024-2032) (\$MN)
- Table 9 Global Plant Based Butter Market Outlook, By Coconut-based (2024-2032) (\$MN)
- Table 10 Global Plant Based Butter Market Outlook, By Soy-based (2024-2032) (\$MN)
- Table 11 Global Plant Based Butter Market Outlook, By Almond-based (2024-2032) (\$MN)
- Table 12 Global Plant Based Butter Market Outlook, By Cashew-based (2024-2032) (\$MN)
- Table 13 Global Plant Based Butter Market Outlook, By Macadamia-based (2024-2032) (\$MN)
- Table 14 Global Plant Based Butter Market Outlook, By Oat-based (2024-2032) (\$MN)
- Table 15 Global Plant Based Butter Market Outlook, By Peanut-based (2024-2032) (\$MN)
- Table 16 Global Plant Based Butter Market Outlook, By Avocado-based (2024-2032) (\$MN)
- Table 17 Global Plant Based Butter Market Outlook, By Canola-based (2024-2032) (\$MN)
- Table 18 Global Plant Based Butter Market Outlook, By Other Sources (2024-2032) (\$MN)
- Table 19 Global Plant Based Butter Market Outlook, By Flavor (2024-2032) (\$MN)
- Table 20 Global Plant Based Butter Market Outlook, By Unflavoured (2024-2032) (\$MN)
- Table 21 Global Plant Based Butter Market Outlook, By Flavoured (2024-2032) (\$MN)
- Table 22 Global Plant Based Butter Market Outlook, By Distribution Channels (2024-2032) (\$MN)
- Table 23 Global Plant Based Butter Market Outlook, By Supermarkets/Hypermarkets

(2024-2032) (\$MN)

Table 24 Global Plant Based Butter Market Outlook, By Online Retailers (2024-2032) (\$MN)

Table 25 Global Plant Based Butter Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 26 Global Plant Based Butter Market Outlook, By Packaging Type (2024-2032) (\$MN)

Table 27 Global Plant Based Butter Market Outlook, By Tubs/Cups (2024-2032) (\$MN)

Table 28 Global Plant Based Butter Market Outlook, By Jars/Bottles (2024-2032) (\$MN)

Table 29 Global Plant Based Butter Market Outlook, By Sticks/Wraps (2024-2032) (\$MN)

Table 30 Global Plant Based Butter Market Outlook, By Pouches/Squeezable Packs (2024-2032) (\$MN)

Table 31 Global Plant Based Butter Market Outlook, By Sustainable Packaging (2024-2032) (\$MN)

Table 32 Global Plant Based Butter Market Outlook, By Recyclable Plastics (2024-2032) (\$MN)

Table 33 Global Plant Based Butter Market Outlook, By Post-Consumer Recycled (PCR) (2024-2032) (\$MN)

Table 34 Global Plant Based Butter Market Outlook, By Other Packaging Types (2024-2032) (\$MN)

Table 35 Global Plant Based Butter Market Outlook, By End User (2024-2032) (\$MN)

Table 36 Global Plant Based Butter Market Outlook, By Household (2024-2032) (\$MN)

Table 37 Global Plant Based Butter Market Outlook, By Food Service Industry (2024-2032) (\$MN)

Table 38 Global Plant Based Butter Market Outlook, By Food and Beverage Industry (2024-2032) (\$MN)

Table 39 Global Plant Based Butter Market Outlook, By Other End Users (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.

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