

Vegan Dessert Market Forecasts to 2032 – Global Analysis By Product Type (Cakes and Pastries, Tarts and Pies, Ice Cream and Frozen Desserts, Puddings and Custards, Cookies and Biscuits, Candies and Chocolates, Vegan Beverages, and Other Product Types), Ingredients, Distribution Channel, Consumer Group, Packaging, Price Range and By Geography

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Abstracts

According to Statistics MRC, the Global Vegan Dessert Market is accounted for \$3.91 billion in 2025 and is expected to reach \$8.33 billion by 2032 growing at a CAGR of 11.1% during the forecast period. A vegan dessert is a sweet treat made without any animal-derived ingredients, such as dairy, eggs, or honey. Instead, these desserts use plant-based alternatives like almond milk, coconut cream, or fruit purees to achieve the desired texture and flavor. Vegan desserts cater to those following plant-based diets, but they also appeal to individuals with dietary restrictions or ethical concerns. Popular vegan desserts include dairy-free cakes, cookies, ice creams, and puddings, offering indulgence without animal products.

According to the Processed Food Industry, Indians consume 400 ml of ice cream per person, and the United States and China consume 22,000 ml and 3,000 ml, respectively.

Market Dynamics:

Driver:

Rise in vegan and plant-based diets

Increasing awareness of environmental sustainability, animal welfare, and health benefits is encouraging consumers to switch to plant-based alternatives. Influenced by social media, celebrities, and eco-conscious trends, people are actively exploring vegan desserts as guilt-free indulgences. Additionally, innovative product offerings, such as dairy-free cakes, vegan ice creams, and plant-based cookies, are boosting market demand. The convergence of healthy lifestyles and tasty, plant-based treats is propelling this trend further. Moreover, the growth of specialty vegan bakeries and dedicated supermarket sections highlights this accelerating momentum.

Restraint:

High cost of ingredients

Plant-based alternatives, such as almond, cashew, and oat milk, and specialty vegan substitutes like aquafaba or coconut cream, are often priced higher than their dairy or egg counterparts. This pricing disparity impacts both manufacturers and consumers, making vegan desserts less accessible to price-sensitive markets. Moreover, supply chain challenges, such as sourcing premium vegan ingredients or ensuring organic certification, contribute to higher production costs. Pricing is further impacted by the difficulties small-scale producers have in achieving economies of scale. While ongoing, efforts to reduce costs through innovation and alternate sourcing remain in the beginning stages of development.

Opportunity:

Growing health consciousness

A growing number of consumers are looking for dessert options that fit their dietary requirements, such as desserts that are low in calories, gluten, and cholesterol. Vegan desserts, enriched with nutrients from nuts, fruits, and plant proteins, cater to this rising demand for functional and guilt-free indulgences. Additionally, the increasing prevalence of lactose intolerance and dairy allergies is driving demand for non-dairy dessert alternatives. Health-focused marketing strategies, coupled with advances in clean-label and transparent ingredient sourcing, strengthen this appeal. Brands that capitalize on this trend can capture a broader and more loyal customer base.

Threat:

Availability of quality ingredients

Sourcing premium, organic, or locally-produced plant-based ingredients remains challenging in several regions. Supply chain disruptions, seasonality of certain crops, and fluctuating raw material costs impact ingredient consistency and pricing. Additionally, ensuring compliance with certifications like organic, non-GMO, or fair trade further complicates procurement processes. Unreliable ingredient quality can negatively affect product taste and customer satisfaction, damaging brand reputation. To reduce risks, it is essential to address these issues through vertical integration, supply chain alliances, or ingredient innovation.

Covid-19 Impact:

The COVID-19 pandemic had a multifaceted impact on the Vegan Dessert Market, shaping both challenges and opportunities. The initial phase saw disruptions in ingredient supply chains and production, delaying product availability and distribution. However, rising health awareness during the pandemic drove more consumers toward plant-based and immune-boosting food options, including vegan desserts. Although financial constraints limited discretionary spending, demand for indulgent yet healthy treats remained resilient. Post-pandemic, the focus on wellness and environmental consciousness is expected to drive continued growth in this market.

The plant-based milks segment is expected to be the largest during the forecast period

The plant-based milks segment is expected to account for the largest market share during the forecast period, due to its widespread use as a key ingredient in products like cakes, ice creams, and puddings. Almond, soy, and oat milk have gained significant traction due to their neutral taste, nutritional benefits, and versatility in recipes. Innovative dairy alternatives, including pea milk and macadamia milk, are further expanding product diversity. Growing preference for lactose-free and allergen-friendly desserts amplifies demand for plant-based milk-based offerings.

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

Over the forecast period, the General Consumers segment is predicted to witness the highest growth rate, owing to Increased awareness about plant-based diets and eco-friendly consumption habits is fuelling this growth among mainstream consumers. Millennials and Gen Z are driving the demand for innovative, Instagram-worthy vegan

desserts that align with ethical and health-conscious values. As consumers increasingly prioritize convenience, online platforms and retail stores offering vegan desserts are witnessing strong traction. Rising disposable incomes and lifestyle changes in emerging economies further contribute to this segment's rapid growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, driven by rising disposable incomes, and expanding urbanization are driving market demand across countries like India, China, and Japan. Increasing lactose intolerance rates and demand for innovative plant-based desserts cater to the region's diverse tastes and preferences. Local players and international brands are rapidly introducing culturally inspired vegan dessert options, such as mango-flavoured vegan ice creams and black sesame plant-based puddings. Government initiatives to promote sustainable and plant-based diets further fuel market expansion.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, due to growing health awareness, coupled with environmental and ethical concerns, is encouraging consumers to explore plant-based alternatives. A thriving vegan culture in the U.S. and Canada, supported by an extensive range of products and restaurant offerings, is accelerating growth. Advancements in food technology and innovative product launches, such as dairy-free cheesecakes and gluten-free vegan brownies, resonate strongly with the region's health-conscious consumers. Increased adoption of e-commerce channels and subscription-based meal kits is boosting accessibility.

Key players in the market

Some of the key players in Vegan Dessert Market include Ben & Jerry's, Sweet Loren's, So Delicious Dairy Free, NubO, Halo Top Creamery, The Vegan Warehouse, Oatly, Lenny & Larry's, Daiya Foods, Mooala, Magnum, NadaMoo, Miyoko's Creamery, Alter Eco, and Coconut Bliss.

Key Developments:

In March 2024, Sweet Loren's to launch three new allergy-friendly products. This spring Sweet Loren's will be introducing three new category launches outside their beloved

cookie dough but, of course, keeping in line with their mission to create high-quality, allergen-friendly products.

In September 2022, Lenny & Larry's is thrilled to announce the extension of The Boss! Line with its first nutrition bar, now available online and on Amazon. The Boss! Immunity Bar™ is aimed at providing consumers with a delicious bar that is high in protein, lower in sugar and also supports immune health. The Boss! Immunity Bar is a crunchy wafer bar with 17g of dairy and plant protein, BC30 probiotics, and 2g of sugar.

Product Types Covered:

Cakes and Pastries

Tarts and Pies

Ice Cream and Frozen Desserts

Puddings and Custards

Cookies and Biscuits

Candies and Chocolates

Vegan Beverages

Other Product Types

Ingredients Covered:

Plant-based Milks

Coconut-based Products

Vegan Substitutes for Eggs and Dairy

Nut Butters

Vegan Chocolate and Cocoa

Fruit and Natural Sweeteners

Other Ingredients

Distribution Channels Covered:

Supermarkets/Hypermarkets

Restaurants and Cafes

Specialty Stores

Health and Organic Food Stores

Online Retailers

Convenience Stores

Packaging Covered:

Packaged Desserts

Single-Serve Packs

Bulk Desserts

Price Range Covered:

Economy

Luxury

Premium

End Users Covered:

General Consumers

People with Food Allergies/Intolerances

Vegans/Vegetarians

Health-Conscious Consumers

Food Service Industries

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 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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