

# **India Meat Substitutes Market By Product Type (Snacks, Meals, Raw), By Source (Soy, Wheat, Peas, Mycoprotein, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The India Meat Substitutes Market was valued at USD 340.22 Million in 2024 and is projected to reach USD 544.22 Million by 2030, growing at a CAGR of 8.14%. The market is experiencing significant momentum driven by rising health awareness, shifting dietary preferences, and a growing inclination toward sustainable and plant-based food alternatives. Increased adoption of vegan, vegetarian, and flexitarian lifestyles is spurring demand for protein-rich, plant-based products. Innovations in ingredients like soy, pea, and wheat gluten are enabling manufacturers to replicate the texture and taste of traditional meats. The surge in demand for ready-to-eat meat substitutes such as plant-based sausages and burgers further underscores this trend, especially among health-conscious and environmentally aware consumers.

### Key Market Drivers

#### Health and Wellness Consciousness

The rising focus on health and wellness among Indian consumers is a primary driver of the meat substitutes market. With an increasing incidence of lifestyle-related conditions such as obesity, diabetes, and heart disease, more individuals are making conscious

dietary changes. Data from NFHS-5 (2019–21) indicates that 24% of Indian women and 23% of men are overweight or obese as of 2025. This shift has encouraged consumers to seek plant-based protein sources as healthier alternatives to traditional meat, which is often high in saturated fats. Awareness of the adverse effects of red meat on health has further boosted the appeal of low-calorie, high-fiber, and cholesterol-free plant-based options. This health-driven movement is particularly prevalent among younger consumers who are actively pursuing diets aligned with their wellness goals.

## Key Market Challenges

### High Price and Limited Affordability

A major obstacle to widespread adoption of meat substitutes in India is their relatively high cost compared to conventional animal-based proteins. In a price-sensitive market, many consumers view plant-based meat products as premium offerings, limiting their accessibility. Affordable protein sources such as lentils, eggs, and paneer remain more popular, especially in rural and semi-urban areas where awareness and purchasing power are lower. The cost gap is further widened by imported or technologically advanced products, which face higher production and logistics expenses. For broader market penetration, companies must focus on localized manufacturing, scalable production, and affordable sourcing to offer cost-effective meat substitute options.

## Key Market Trends

### Growth of Flexitarian Diets

The increasing popularity of flexitarian diets is significantly shaping the India meat substitutes market. This flexible eating pattern encourages reduced meat consumption without complete elimination, appealing to consumers seeking health and sustainability benefits. It allows individuals to experiment with plant-based alternatives while maintaining occasional meat intake. The trend is gaining momentum as awareness grows around the health and environmental drawbacks of heavy meat consumption. In a country with a strong vegetarian culture, this semi-vegetarian approach resonates well, driving demand for innovative and tasty plant-based products that suit both vegetarian and non-vegetarian preferences.

## Key Market Players

Gurmi Foods Private Limited

Vezlay Foods Pvt. Ltd.

Bizchef Ventures Private Limited

Gooddot Enterprises Private Limited

Imagine Foods Private Limited

Ahimsa Food

Mister Veg Foods Pvt Ltd

Biotrack Foods Private Limited. Ltd.

Ev%li%Foodtech Private Limited

Dharmic Foods Pvt. Ltd.

#### Report Scope:

In this report, the India Meat Substitutes Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Meat Substitutes Market, By Product Type:

Snacks

Meals

Raw

India Meat Substitutes Market, By Source:

Soy

Wheat

Peas

Mycoprotein

Others

India Meat Substitutes Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Meat Substitutes Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Meat Substitutes Market.

Available Customizations:

India Meat Substitutes Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

*India Meat Substitutes Market By Product Type (Snacks, Meals, Raw), By Source (Soy, Wheat, Peas, Mycoprotein,...*

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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