

# India Vegan Food Market, By Product Type (Dairy Alternative, Meat Substitute, Vegan Bakery, Vegan Confectionery, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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## Abstracts

India Vegan Food Market was valued at USD 1.44 billion in 2024 and is anticipated to grow USD 2.50 billion by 2030 with a CAGR of 9.69% during forecast period. The India vegan food market is witnessing significant growth, driven by increasing health consciousness, ethical consumerism, and environmental concerns. Rising lactose intolerance and awareness of plant-based nutrition are fueling demand for dairy alternatives like almond and soy milk. Additionally, the growing availability of meat substitutes, such as soy-based and pea protein products, is attracting consumers seeking sustainable and cruelty-free options. E-commerce platforms and supermarket chains are expanding vegan product offerings, enhancing accessibility. Government initiatives promoting plant-based diets and investments in food innovation further support market expansion. According to a United Nations report, 60% of human infectious diseases and 75% of newly emerging ones originate from animals. Increasing plant-based food consumption can help reduce the risk of future pandemics.

### Key Market Drivers

#### Rising Health Consciousness and Lifestyle Changes

One of the primary drivers of the India vegan food market is the increasing awareness of health and wellness. Consumers are shifting towards plant-based diets due to growing concerns about lifestyle diseases such as obesity, diabetes, and heart conditions. Research linking excessive consumption of animal-based products to health

risks has encouraged a transition to vegan diets, which are perceived as healthier alternatives. India has a significant vegetarian population (around 30%),

## Key Market Challenges

### High Costs and Affordability Issues

One of the primary challenges in the India vegan food market is the relatively high cost of plant-based alternatives compared to conventional dairy and meat products. Vegan food items, especially plant-based dairy and meat substitutes, are often priced at a premium due to high production costs, expensive raw materials, and limited economies of scale. Many plant-based products rely on imported ingredients, which further increases costs due to duties, logistics, and supply chain complexities. As a result, vegan alternatives remain out of reach for a significant portion of the Indian population, particularly in price-sensitive rural and middle-class urban segments. In contrast, traditional vegetarian diets, which already form a large part of Indian cuisine, are more affordable and easily accessible, reducing the urgency for consumers to switch to specialized vegan products. To make vegan food more affordable and widely accepted, companies need to focus on local sourcing, scaling up production, and investing in cost-effective food processing technologies.

## Key Market Trends

### Growing Popularity of Plant-Based Dairy Alternatives

One of the most prominent trends in the India vegan food market is the increasing demand for plant-based dairy alternatives. With a significant portion of the population experiencing lactose intolerance and growing health concerns related to dairy consumption, consumers are actively seeking alternatives such as almond milk, soy milk, oat milk, and coconut milk. Brands like Sofit, Epigamia, and RAW Pressery have capitalized on this trend by expanding their portfolios with dairy-free beverages, yogurts, and cheese.

In addition to individual consumers, the foodservice industry is also responding to this trend, with cafés and restaurants offering plant-based milk options for coffee and other beverages. International chains such as Starbucks and homegrown brands like Blue Tokai have incorporated almond and oat milk into their menus to cater to the growing vegan and lactose-intolerant consumer base. As plant-based dairy becomes more mainstream, the affordability and availability of these products are expected to improve,

further driving market expansion.

### Key Market Players

GoodDot Enterprises Pvt. Ltd.

Veggie Champ

Naturise Consumer products Pvt Ltd

Dhond Green Ventures Private Limited (Wakao)

Jus Amazin Food and Beverages Pvt. Ltd.

Life Health Foods

Piperleaf India Private Limited

Nutricia International Private Limited (Danone)

VeZlay Foods Pvt Ltd

Imagine Foods Pvt. Ltd

### Report Scope:

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

India Vegan Food Market, By Product Type:

Dairy Alternative

Meat Substitute

Vegan Bakery

Vegan Confectionery

Others

India Vegan Food Market, By Distribution Channel:

Online

Offline

India Vegan Food Market, By Region:

North

South

West

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Vegan Food Market.

Available Customizations:

India Vegan Food 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:

Company Information

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

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. INDIA VEGAN FOOD MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type (Dairy Alternative, Meat Substitute, Vegan Bakery, Vegan Confectionery, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Regional

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. INDIA DAIRY ALTERNATIVE MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Distribution Channel

# 7. INDIA MEAT SUBSTITUTE MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Distribution Channel

# 8. INDIA VEGAN BAKERY MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Distribution Channel

# 9. INDIA VEGAN CONFECTIONERY MARKET OUTLOOK

## 9.1. Market Size & Forecast

9.1.1. By Value

## 9.2. Market Share & Forecast

9.2.1. By Distribution Channel

# 10. MARKET DYNAMICS

## 10.1. Drivers

## 10.2. Challenges

## 11. MARKET TRENDS & DEVELOPMENTS

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

## 12. INDIA ECONOMIC PROFILE

## 13. POLICY & REGULATORY LANDSCAPE

## 14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. GoodDot Enterprises Pvt. Ltd.

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

14.1.2. Veggie Champ

14.1.3. Naturise Consumer products Pvt Ltd

14.1.4. Dhond Green Ventures Private Limited (Wakao)

14.1.5. Jus Amazin Food and Beverages Pvt. Ltd.

14.1.6. Life Health Foods

14.1.7. Piperleaf India Private Limited

14.1.8. Nutricia International Private Limited (Danone)

14.1.9. Vezlay Foods Pvt Ltd

14.1.10. Imagine Foods Pvt. Ltd

## 15. STRATEGIC RECOMMENDATIONS

## 16. ABOUT US & DISCLAIMER

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