

# **India Vegan Ice Cream Market, By Source (Soy Milk, Coconut Milk, Cashew Milk, Almond Milk, Others), By Product Type (Tub, Sticks, Cones, Others), By Flavor (Chocolate, Vanilla, Strawberry, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/I054B57F469FEN.html>

Date: March 2025

Pages: 81

Price: US\$ 3,500.00 (Single User License)

ID: I054B57F469FEN

## **Abstracts**

India Vegan Ice Cream Market was valued at USD 72.03 million in 2024 and is anticipated to grow USD 120.47 million by 2030 with a CAGR of 9.01% during forecast period. India's vegan ice cream market is experiencing significant growth, driven by increasing lactose intolerance, rising health consciousness, and a shift toward plant-based diets. Consumers are seeking dairy-free alternatives, fueling demand for innovative flavors and formulations using almond, coconut, and soy milk. Additionally, increasing disposable income and social media influence are boosting market penetration. As awareness grows, the sector is expected to witness further expansion, with evolving consumer preferences shaping its future. A nationwide survey conducted among 2,033 participants across India revealed that 59% of respondents expressed a strong inclination toward adopting a vegan diet in the near future. This significant majority underscores the growing consumer shift toward plant-based lifestyles in India.

### **Key Market Drivers**

#### **Rising Health Consciousness and Lactose Intolerance Awareness**

The increasing prevalence of lactose intolerance among Indian consumers is one of the primary drivers of the vegan ice cream market. A significant portion of the population experiences digestive discomfort due to dairy consumption, pushing them toward

lactose-free alternatives. A United Nations report highlights that 60% of human infectious diseases and 75% of emerging diseases originate from animals. The rising adoption of plant-based diets presents a strategic approach to mitigating future pandemic risks.

Moreover, the shift toward healthier eating habits has accelerated the demand for plant-based products. Consumers are increasingly mindful of what they eat, favoring options that support better digestion, weight management, and reduced cholesterol levels. Vegan ice cream brands are capitalizing on this trend by marketing their products as not only dairy-free but also enriched with nutrients and free from artificial additives.

## Key Market Challenges

### Limited Consumer Awareness and Acceptance

While veganism is gaining traction in India, the overall awareness and acceptance of plant-based alternatives remain relatively low compared to Western markets. Many Indian consumers are still unfamiliar with the concept of vegan ice cream or perceive it as a niche product for a select group of health-conscious individuals.

A significant portion of the population associates ice cream with dairy, making it difficult for vegan alternatives to replace traditional choices. Consumers often question the taste, texture, and quality of plant-based ice creams, fearing that they may not provide the same indulgent experience as dairy-based counterparts.

## Key Market Trends

### Increasing Demand for Plant-Based and Clean-Label Ingredients

Consumers in India are becoming increasingly conscious of what they eat, driving demand for plant-based and clean-label products. This trend is particularly strong in the vegan ice cream market, where consumers are seeking dairy-free alternatives that are not only delicious but also made from natural and minimally processed ingredients.

Brands are responding by formulating their vegan ice creams with clean-label ingredients such as almond milk, coconut milk, cashew milk, and oat milk. Additionally, artificial additives, preservatives, and synthetic stabilizers are being replaced with natural thickeners like guar gum and agar-agar. The use of organic sweeteners, such as date syrup and jaggery, is also gaining popularity as health-conscious consumers seek

healthier indulgences.

### Key Market Players

Super Milk Products Private Limited (Keventers)

Compassionate Choices Pvt. Ltd. (White Cub)

Graviss Foods Pvt Ltd. (Baskin Robbins)

Minus 30 Private Limited

AAAS Foods And Nature's Soul Private Limited

Koozies Ice Cream

Kavv Foods Pvt Ltd (Noto)

SKKY Desserts Pvt Ltd. (Go Zero)

Terra Verde Foods Pvt Ltd (The Brooklyn Creamery)

Hindustan Unilever Limited (Bem & Jerry's)

### Report Scope:

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

India Vegan Ice Cream Market, By Source:

Soy Milk

Coconut Milk

Cashew Milk

Almond Milk

Others

India Vegan Ice Cream Market, By Product Type:

Tub

Sticks

Cones

Others

India Vegan Ice Cream Market, By Flavor:

Chocolate

Vanilla

Strawberry

Others

India Vegan Ice Cream Market, By Distribution Channel:

Online

Offline

India Vegan Ice Cream Market, By Region:

North

South

West

East

## Competitive Landscape

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

## Available Customizations:

India Vegan Ice Cream 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).

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