

Plant-Based Burgers Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Frozen, Refrigerated), By Source (Soy-Based, Mushroom-Based, Lentil-Based, Chickpea-Based, Black Bean-Based, Others), By Distribution Channel (HoReCa, Online, Convenience Stores, Supermarkets/Hypermarkets, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/PCAFE0ADE504EN.html>

Date: May 2026

Pages: 185

Price: US\$ 4,500.00 (Single User License)

ID: PCAFE0ADE504EN

Abstracts

The Global Plant-Based Burgers Market is projected to expand significantly, growing from USD 6.44 Billion in 2025 to USD 12.32 Billion by 2031, representing a CAGR of 11.42%. Comprising meat alternatives primarily formulated from vegetable proteins such as soy, peas, wheat, or mushrooms, these products are designed to replicate the sensory experience and nutritional profile of conventional beef patties. The market's growth is fundamentally underpinned by heightened consumer awareness regarding environmental sustainability, rising concerns for animal welfare, and a shift toward health-conscious dietary habits that minimize red meat intake. According to the Good Food Institute, global sales of plant-based meat analogues reached \$6.1 billion in 2024, demonstrating resilient demand despite broader economic pressures.

However, the market faces a significant challenge in achieving price parity with traditional animal-based meat products. High production costs often necessitate a premium retail price that discourages cost-sensitive consumers, particularly during periods of economic inflation. Furthermore, ongoing scrutiny regarding the ultra-processed nature of certain product formulations continues to create hesitation among shoppers who are increasingly seeking clean-label ingredient profiles.

Market Driver

A primary catalyst for the Global Plant-Based Burgers Market is the increasing consumer shift toward healthier dietary habits and reduced meat consumption, driven by a growing population of flexitarians seeking to mitigate environmental impact and the risks of lifestyle-related diseases. Consumers are scrutinizing nutritional profiles more closely, prioritizing options with lower saturated fat and cholesterol while aiming to reduce their carbon footprint. This dual motivation is reshaping purchasing behaviors, as individuals substitute conventional beef patties with plant-derived alternatives that offer similar satiety without the associated ecological or ethical concerns. According to Food Frontier's '2024 Consumer Survey' from September 2024, 61% of respondents cited health reasons for reducing their meat intake, while 37% identified environmental concerns as their primary motivation for adopting alternative proteins.

Market adoption is further accelerated by improved retail accessibility and mainstream market penetration, as leading brands secure expanded shelf space in major grocery chains and convenience stores, effectively moving these products beyond niche health food aisles. By establishing a stronger presence in high-traffic retail channels, manufacturers are normalizing the consumption of plant-based burgers and overcoming distribution barriers that previously limited availability. This expanded reach allows companies to sustain growth momentum even amidst broader economic fluctuations. For instance, Beyond Meat reported in its November 2024 'Third Quarter 2024 Financial Results' that U.S. retail channel net revenues increased by 14.6% year-over-year, underscoring resilient retail demand. Additionally, the Good Food Institute noted that 59% of U.S. households purchased plant-based foods in 2024, indicating widespread acceptance within mainstream consumption patterns.

Market Challenge

The difficulty in achieving price parity with traditional animal-based meat constitutes a formidable barrier to the expansion of the Global Plant-Based Burgers Market. Production complexities, supply chain inefficiencies, and the high cost of specialized protein ingredients often necessitate premium retail pricing. This economic disparity significantly limits the consumer base, as budget-conscious shoppers frequently prioritize affordability over environmental or ethical attributes, particularly during periods of economic inflation. Consequently, the inability to compete on cost prevents plant-based burgers from transitioning from a niche alternative to a household staple, restricting deeper penetration into the mass market.

This economic disadvantage is substantiated by recent industry data highlighting the extent of the gap. According to the Good Food Institute, in 2024, plant-based meat and seafood products commanded an average price premium of 82 percent over conventional animal-based counterparts. This substantial cost difference directly hampers market growth by discouraging trial and repeat purchases among "flexitarians," who often revert to traditional beef patties due to the financial burden of switching. As long as this wide price gap persists, the market struggles to convert interest into consistent volume sales.

Market Trends

The adoption of clean-label and minimally processed ingredient formulations is reshaping product development strategies as manufacturers respond to intensifying consumer scrutiny regarding the ultra-processed nature of early meat analogues. While initial market growth was driven by the novelty of mimicry, the current consumer base is increasingly rejecting products laden with synthetic binders like methylcellulose, demanding "pantry-friendly" ingredient lists that align with their expectations of natural nutrition. This shift has forced brands to reformulate recipes to eliminate artificial additives, moving ingredient transparency from a premium differentiator to a fundamental baseline for retaining health-conscious shoppers. According to FoodNavigator, August 2024, in the 'Clean-label plant-based meat: Is it possible?' article, a survey by the EIT Food Consumer Observatory found that 54% of European consumers are specifically deterred from purchasing plant-based meat products due to concerns that they are classified as ultra-processed foods.

Simultaneously, diversification into novel protein sources, including mycelium, is advancing the market beyond the structural limitations of extruded soy and pea protein isolates. Mycelium cultivation enables the production of whole-cut analogues, such as bacon or steak, which naturally replicate the fibrous texture of animal muscle without requiring the extensive thermal processing associated with traditional isolates. This innovation addresses critical sensory gaps while supporting the clean-label trend, offering a differentiated value proposition that is finding success even amidst a broader category slowdown. According to Green Queen, October 2024, in the 'Plant-Based Meat is Struggling' report, mycelium-based innovator MyForest Foods reported a year-over-year sales growth of 300% for its fungi-derived bacon products, highlighting the resilient demand for these next-generation proteins.

Key Market Players

Beyond Meat

Impossible Foods

Nestle

MorningStar Farms

Gardein

Lightlife

Dr. Praeger's

Tofurky

Amy's Kitchen

Field Roast

Report Scope

In this report, the Global Plant-Based Burgers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Plant-Based Burgers Market, By Type

Frozen

Refrigerated

Plant-Based Burgers Market, By Source

Soy-Based

Mushroom-Based

Lentil-Based

Chickpea-Based

Black Bean-Based

Others

Plant-Based Burgers Market, By Distribution Channel

HoReCa

Online

Convenience Stores

Supermarkets/Hypermarkets

Others

Plant-Based Burgers Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Plant-Based Burgers Market.

Available Customizations:

Global Plant-Based Burgers 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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