

Plant-Based Butter Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Source (Almond, Oat, Soy, Coconut, Others), By Nature (Organic, Regular), By Distribution Channel (Supermarket & Hypermarket, Convenience Store, Specialty Stores, Online, Others), By Region & Competition, 2020-2030F

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Abstracts

The Global Plant-Based Butter market was valued at USD 2.62 billion in 2024 and is expected to grow to USD 4.01 billion by 2030 with a CAGR of 5.87% during the forecast period. The Plant-Based Butter market is driven by the increasing adoption of vegan, dairy-free, and plant-based diets. Consumers are becoming more health-conscious and are seeking alternatives to traditional dairy products due to concerns about lactose intolerance, cholesterol levels, and environmental sustainability. Plant-based butter, often made from ingredients like coconut oil, olive oil, and nuts, provides a healthier and cruelty-free alternative to butter. Also, the rising awareness of the environmental impact of dairy farming, coupled with the popularity of vegan and flexitarian lifestyles, is fueling demand for plant-based butter as a more sustainable, ethical option. This shift is driving market growth.

Key Market Drivers

Upsurging Vegan Population

The upsurgence of the vegan population is a key driver for the growing demand for plant-based butter. As more people adopt vegan and plant-based diets, the need for dairy-free alternatives, including butter, has increased significantly. As a part of this,



according to a recent study, between July 2021 and June 2022, around 7% of adults in the United States aged 18 to 19 indicated they followed a vegan diet. Four percent of respondents aged 40 to 49 identified as vegans. Vegans and individuals with lactose intolerance are actively seeking products that align with their dietary choices, and plant-based butter provides a direct substitute for traditional dairy butter. The rising popularity of flexitarian diets, where individuals reduce animal-based food consumption, also contributes to this demand. Plant-based butter is often perceived as a healthier, more sustainable option, as it typically contains healthier fats and fewer environmental impacts compared to dairy butter. As more food brands cater to this expanding vegan and plant-based consumer base, the availability of plant-based butter continues to grow, fueling the overall market growth.

Large Pool of People Suffering from Lactose Intolerance

A significant driver for the growing popularity of plant-based butter is the large pool of people suffering from lactose intolerance. As a part of this, according to National Institutes of Health, as of March 2023, following infancy, around 65 percent of the human population has a diminished ability to digest lactose. Lactase nonpersistence is most common in persons of East Asian heritage, with 70 to 100 percent of those affected in these cultures. Lactose intolerance, a condition where individuals cannot properly digest lactose found in dairy products, affects a substantial portion of the global population. As a result, many people are seeking dairy-free alternatives to butter that do not trigger digestive discomfort or adverse reactions. Plant-based butter, made from ingredients like coconut oil, almond oil, and avocado, provides an ideal solution. These alternatives mimic the taste and texture of traditional butter while being free from lactose. The rising awareness and diagnosis of lactose intolerance have created a substantial market for dairy-free products, contributing to the demand for plant-based butter.

Government Policies Supporting Plant-Based Diet

Government policies supporting plant-based diets are a significant driver for the growth of the plant-based butter market. Many governments are promoting plant-based eating as part of health initiatives, environmental sustainability efforts, and efforts to reduce greenhouse gas emissions. As a part of this, as of June 2022, a scientist from the United States Department of Agriculture's (USDA) Agricultural Research Service (ARS) evaluated the current Healthy Vegetarian Dietary Pattern of the Dietary Guidelines for Americans (DGA) can be adapted for a dairy-free vegetarian or vegan diet while meeting nutrient recommendations for non-pregnant and non-lactating healthy adults. In



some regions, subsidies and incentives are provided to producers of plant-based products, making alternatives like plant-based butter more accessible and affordable.

Key Market Challenges

Higher Production Cost

Higher production costs are a significant challenge for the plant-based butter market. Producing plant-based butter, particularly when using premium ingredients like nuts, avocado, or coconut oil, can be more expensive than traditional dairy butter. These ingredients often require specialized sourcing, processing, and quality control, which adds to production costs. Also, the use of organic or non-GMO ingredients further increases expenses. The higher cost of production is often passed on to consumers, making plant-based butter more expensive compared to traditional butter. This price difference may limit its appeal to price-sensitive consumers, particularly in markets where plant-based diets are still emerging. To overcome this challenge, manufacturers are focusing on improving production efficiency, sourcing ingredients in bulk, and scaling up production to reduce costs. As demand increases and the market matures, economies of scale may help lower prices and make plant-based butter more accessible to a wider consumer base.

Limited Availability Across Various Region

Limited availability across various regions is a notable challenge for the plant-based butter market. While demand for dairy-free products is rising, plant-based butter is not yet widely accessible in all geographic areas. In many developing or rural regions, consumers may struggle to find plant-based butter in local grocery stores or supermarkets. Also, distribution networks for plant-based products are still evolving, particularly in regions where plant-based diets are less established. This lack of availability can hinder market penetration and prevent potential customers from adopting plant-based butter. As manufacturers expand their production and distribution capabilities, increasing availability in various regions will be crucial to meeting growing consumer demand and supporting market growth globally.

Key Market Trends

Rising Popularity of Eco-Friendly Packaging

The rising popularity of eco-friendly packaging is a significant trend in the plant-based

Plant-Based Butter Market - Global Industry Size, Share, Trends, Opportunity and Forecast, By Source (Almond,...



butter market. As environmental awareness grows, consumers are increasingly seeking products that align with their sustainability values. Manufacturers are responding by using recyclable, biodegradable, and minimalistic packaging materials to reduce their environmental impact. This trend is particularly evident in the plant-based butter sector, where brands are moving away from traditional plastic containers in favor of more sustainable options, such as glass jars, aluminum, or compostable wrappers. Ecofriendly packaging not only appeals to environmentally conscious consumers but also enhances a brand's reputation as a responsible and ethical company. As demand for plant-based butter continues to rise, this trend towards sustainable packaging is likely to become even more pronounced, contributing to the market's long-term growth.

Increased Usage of Plant-Based Butter in Restaurants and Food Service

The increased usage of plant-based butter in restaurants and food service is a growing trend, driven by the rising demand for vegan and plant-based options. As more consumers adopt plant-based diets, restaurants, cafes, and catering services are incorporating plant-based butter into their menus to accommodate dietary preferences and provide inclusive meal choices. This trend is especially noticeable in urban areas and high-demand foodservice establishments that focus on health-conscious and sustainable offerings.

Increased Focus on Clean Labelling

Increased focus on clean labeling is a significant trend in the plant-based butter market. Consumers are becoming more health-conscious and ingredient-savvy, seeking products with minimal, recognizable, and natural ingredients. As a part of this, according to a recent study, as of June 2024, eighty-one percent of shoppers believed and stated that it is vital to buy clean-label food goods. As a result, brands are shifting towards clean labels that highlight transparency, removing artificial additives, preservatives, and unnecessary chemicals. Plant-based butter brands are emphasizing simple, whole-food ingredients like coconut oil, almond, avocado, and olive oil. This trend appeals to health-focused consumers who prefer products with fewer processed ingredients and those free from artificial flavourings or colourings.

Segmental Insights

Distribution Channel Insights

Supermarket & Hypermarket dominated the global Plant-Based Butter market due to



their widespread accessibility and ability to offer a diverse range of products. These retail formats serve as convenient, one-stop locations for consumers, making them the preferred shopping destinations for plant-based alternatives. Supermarkets and hypermarkets have embraced the growing demand for plant-based products by expanding their offerings, often featuring plant-based butter in dedicated sections for vegan and dairy-free foods.

Regional Insights

North America dominated the global Plant-Based Butter market, driven by the increasing adoption of plant-based and vegan diets. In regions like the U.S. and Canada, health-conscious consumers and those with lactose intolerance are increasingly turning to dairy-free alternatives, boosting demand for plant-based butter. The rise of veganism, along with concerns about sustainability and animal welfare, has further accelerated the shift towards plant-based products.

Key Market Players

Flora Food Group B.V.

Miyoko's Creamery

Conagra Brands Inc.,

Farmoganic Health And Beauty

Jindilli Beverages, LLC (Milkadamia)

Naturli' Foods A/S

Krishana Enterprises

Olam Group Limited

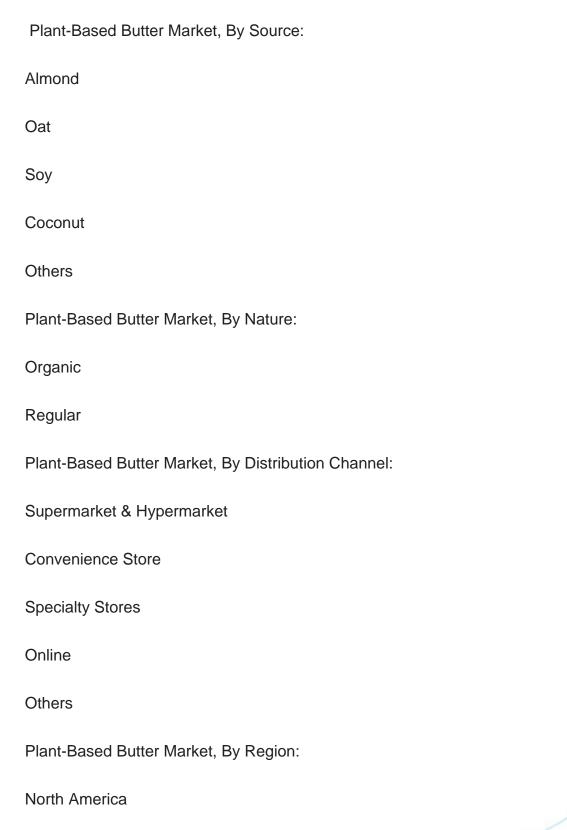
Country Farm Foods

DFS Gourmet Specialities, Inc. (Better Butter)

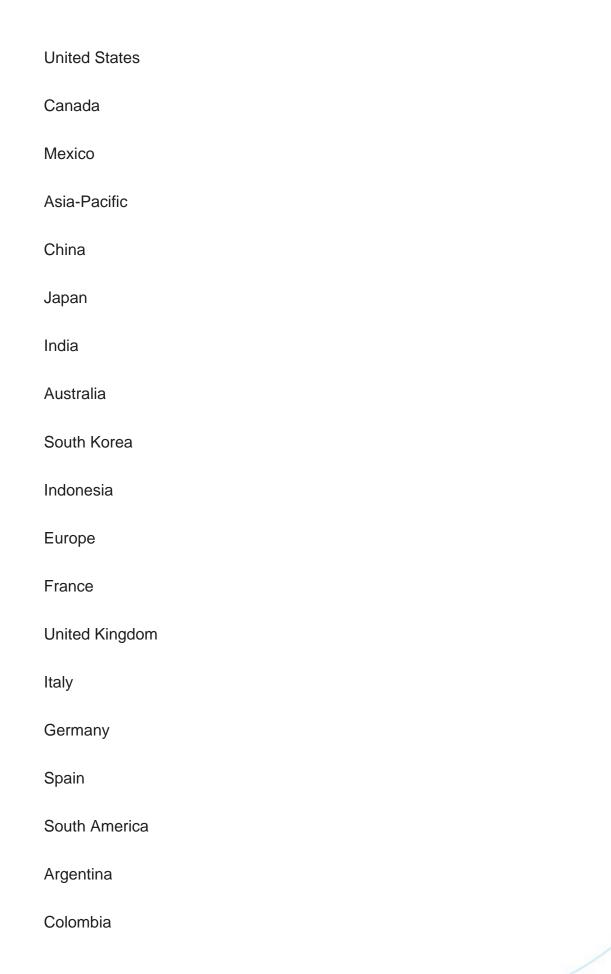


Report Scope:

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









Brazil
Middle East & Africa
South Africa
Saudi Arabia
UAE
Turkey

Competitive Landscape

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

Available Customizations:

Global Plant-Based Butter 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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