

Vegan Pasta Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Source (Wheat, Rice, Legumes, Buckwheat, Oats, Others), By Product Type (Penne, Spaghetti, Elbows, Fettuccine and Linguine, Filled Pasta, Others), By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores, Online, Others), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/V1BFFD0D0F62EN.html>

Date: May 2026

Pages: 185

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

ID: V1BFFD0D0F62EN

Abstracts

The Global Vegan Pasta Market is projected to expand from USD 212.34 Million in 2025 to USD 358.47 Million by 2031, achieving a 9.12% CAGR. This market comprises pasta products made exclusively from plant-derived ingredients like durum wheat semolina, rice flour, or legumes, explicitly avoiding animal additives such as eggs or dairy. The sector's growth is fundamentally driven by a structural shift towards sustainable, plant-based nutrition and the rising prevalence of dietary restrictions, including lactose intolerance and egg allergies. These factors signify a permanent lifestyle realignment towards ethical and health-conscious food systems, distinguishing this expansion from mere culinary fads.

Market Driver

The primary catalyst for the vegan pasta sector is the global surge in plant-based and flexitarian diets, which are fundamentally changing consumption patterns beyond strict vegan demographics. This trend, characterized by a widespread reduction in animal protein intake, prompts mainstream consumers to seek certified plant-based staples aligned with ethical and dietary goals; in 2023, 62% of U.S. households purchased plant-

based products, with retail sales of plant-based foods in the U.S. reaching \$8.1 billion, according to April 2024 reports. A second vital driver is continuous product innovation in pulse-based and clean-label formulations, addressing the demand for nutritional density and ingredient transparency by utilizing alternative flours from chickpeas, lentils, and peas for higher protein and fiber content. This commitment to R&D is exemplified by the Barilla Group's May 2024 announcement of a €1 billion investment over five years, with approximately half dedicated to product innovation and quality improvement, accelerating diversification and meeting rigorous organoleptic standards.

Market Challenge

A significant challenge impeding broader market expansion for vegan pasta is the supply chain's susceptibility to climate-induced yield fluctuations in essential raw materials, particularly durum wheat, which creates price instability. This economic sensitivity is critical for maintaining competitive pricing against conventional egg-enriched alternatives and securing mass-market adoption, despite global pasta production volumes reaching approximately 17 million tonnes in 2024. For instance, in 2025, Italy's national durum wheat production was about 4.37 million tonnes, significantly below industrial requirements and necessitating costly imports to meet domestic processing demand. Such reliance on fluctuating global trade exposes the vegan pasta sector to heightened economic unpredictability, directly restricting its capacity to offer competitive pricing necessary for broad market growth.

Market Trends

Two key trends are reshaping the vegan pasta sector: the adoption of sustainable and biodegradable packaging solutions and the expansion of ready-to-eat and microwavable formats. Manufacturers are increasingly eliminating plastic windows and non-recyclable films in favor of paper-based, compostable materials to align product presentation with the environmental ethos of plant-based consumers; for example, Barilla Group's 2024 Sustainability Report indicated that 99.8% of its packaging was designed to be recycled. Concurrently, the growth in ready-to-eat and microwavable formats caters to time-constrained consumers seeking convenient, high-quality vegan meals without the preparation time of dried staples. This trend prioritizes fresh, heat-and-eat varieties like filled pastas and gnocchi, a shift underscored by a 2.8% decline in spaghetti value while complex, convenience-oriented shapes like tortellini experienced value growth, as reported in October 2025.

Key Market Players

Barilla Group

Ebro Foods Inc.

TreeHouse Foods Inc.

Dakota Growers Pasta Company

De Cecco Company

Nestle S.A.

Delverde Industrie Alimentari S.p.A.

RFM Corporation

Grupo La Moderna

General Mills Inc.

Report Scope

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

Vegan Pasta Market, By Source

Wheat

Rice

Legumes

Buckwheat

Oats

Others

Vegan Pasta Market, By Product Type

Penne

Spaghetti

Elbows

Fettuccine and Linguine

Filled Pasta

Others

Vegan Pasta Market, By Distribution Channel

Hypermarkets/Supermarkets

Convenience Stores

Online

Others

Vegan Pasta 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 Vegan Pasta Market.

Available Customizations:

Global Vegan Pasta 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. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

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/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL VEGAN PASTA MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Source (Wheat, Rice, Legumes, Buckwheat, Oats, Others)
 - 5.2.2. By Product Type (Penne, Spaghetti, Elbows, Fettuccine and Linguine, Filled Pasta, Others)
 - 5.2.3. By Distribution Channel (Hypermarkets/Supermarkets, Convenience Stores,

Online, Others)

5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. NORTH AMERICA VEGAN PASTA MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Source

6.2.2. By Product Type

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Vegan Pasta Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Source

6.3.1.2.2. By Product Type

6.3.1.2.3. By Distribution Channel

6.3.2. Canada Vegan Pasta Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Source

6.3.2.2.2. By Product Type

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico Vegan Pasta Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Source

6.3.3.2.2. By Product Type

6.3.3.2.3. By Distribution Channel

7. EUROPE VEGAN PASTA MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Source
 - 7.2.2. By Product Type
 - 7.2.3. By Distribution Channel
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. Germany Vegan Pasta Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Source
 - 7.3.1.2.2. By Product Type
 - 7.3.1.2.3. By Distribution Channel
 - 7.3.2. France Vegan Pasta Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Source
 - 7.3.2.2.2. By Product Type
 - 7.3.2.2.3. By Distribution Channel
 - 7.3.3. United Kingdom Vegan Pasta Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Source
 - 7.3.3.2.2. By Product Type
 - 7.3.3.2.3. By Distribution Channel
 - 7.3.4. Italy Vegan Pasta Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Source
 - 7.3.4.2.2. By Product Type
 - 7.3.4.2.3. By Distribution Channel
 - 7.3.5. Spain Vegan Pasta Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value

- 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Source
 - 7.3.5.2.2. By Product Type
 - 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC VEGAN PASTA MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Source
 - 8.2.2. By Product Type
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Vegan Pasta Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Source
 - 8.3.1.2.2. By Product Type
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Vegan Pasta Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Source
 - 8.3.2.2.2. By Product Type
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Vegan Pasta Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Source
 - 8.3.3.2.2. By Product Type
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Vegan Pasta Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value

- 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Source
 - 8.3.4.2.2. By Product Type
 - 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Vegan Pasta Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Source
 - 8.3.5.2.2. By Product Type
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA VEGAN PASTA MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Source
 - 9.2.2. By Product Type
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Vegan Pasta Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Source
 - 9.3.1.2.2. By Product Type
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Vegan Pasta Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Source
 - 9.3.2.2.2. By Product Type
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Vegan Pasta Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value

- 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Source
 - 9.3.3.2.2. By Product Type
 - 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA VEGAN PASTA MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Source
 - 10.2.2. By Product Type
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Vegan Pasta Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Source
 - 10.3.1.2.2. By Product Type
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Vegan Pasta Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Source
 - 10.3.2.2.2. By Product Type
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Vegan Pasta Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Source
 - 10.3.3.2.2. By Product Type
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL VEGAN PASTA MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Barilla Group
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. Ebro Foods Inc.
- 15.3. TreeHouse Foods Inc.
- 15.4. Dakota Growers Pasta Company
- 15.5. De Cecco Company
- 15.6. Nestle S.A.
- 15.7. Delverde Industrie Alimentari S.p.A.
- 15.8. RFM Corporation
- 15.9. Grupo La Moderna
- 15.10. General Mills Inc.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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