

Southeast Asia Plant-Based Dairy Products Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Plant-based dairy products are substitutes for traditional dairy, produced from plant materials like soy, almonds, oats, or coconuts. They replicate the flavor, texture, and nutritional value of milk, yogurt, cheese, and cream, though they are lactose-free and can serve vegan or lactose-intolerant customers.

The Southeast Asian Plant-Based Dairy Products market is expected to exhibit a growth rate of 7.54% during the forecast period (2025-2033F). The increasing market of Southeast Asia's plant-based dairy products is mainly due to the growth in health consciousness, prevalence of lactose intolerance, and the rising popularity of flexitarian diets. The modern trade channels, with increased urbanization, digital awareness, and availability of high-quality products, also increase the demand. The preference of consumers toward sustainable and ethical products, taste, and convenience innovation remains a way of redefining the patterns of dairy consumption in the region.

Based on type, the market is segmented into milk, yogurt, cheese, butter & cream, and others. Among these, the plant-based milk market held the dominant share of the plant-based dairy products market in 2024. This relies on the support of plant-based milk, which will lead to the mainstream adoption of the products due to familiarity and versatility. It is a convenient replacement dairy product because of its use in coffee products, smoothies, and breakfast. Also, the rising innovation in taste and fortification by companies is increasing their consumer base, and this is contributing to the overall growth of the market. On May 5, 2025, OATSIDE announced the launch of its much-anticipated Matcha Oat Milk in Singapore. According to the brand, each carton is packed with 3,750mg of real matcha, carefully selected and ground to keep its natural flavour and aroma intact.

Based on source, the Southeast Asian Plant-Based Dairy Products market is segmented into soy, almond, coconut, oats, rice, and others. Among these, the coconut segment is expected to grow at a significant CAGR during the forecast period (2025-2033) because of its regional availability and traditional popularity in Southeast Asian cuisine. Local coconut supply chains are used to manufacture lactose-free milk and yogurt substitutes, which are cost-effective. The rising demand for coconut-based products due to their natural sweetness and sustainability enables brands to enter new segments with eco-conscious and health-oriented consumers. For instance, on May 21, 2025, Thai Coconut Public Company Limited (COCOCO) introduced new products at the THAIFEX-Anuga Asia 2025 exhibition that are dairy products made of coconuts, such as Sparkling Coconut Yogurt Drink, Thai Tea with Coconut Milk, and Coconut Hydration Drink.

Based on distribution channels, the market is segmented into supermarkets/hypermarkets, convenience stores, online retail, specialty stores, and others. Among these, the online retail segment is expected to grow at a significant CAGR during the forecast period (2025-2033). The emergence of e-commerce is speeding up the expansion of plant-based dairy in Southeast Asia. Digital platforms enable niche and premium brands to reach health-conscious consumers directly through influencer marketing and subscription models. The online retail is becoming one of the most significant growth channels of the plant-based milk and yogurt categories as logistics and cold-chain networks become more advanced.

For a better understanding of the market adoption of the Southeast Asian Plant-Based Dairy Products market, it is analyzed based on its regional presence in Southeast Asia, including Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and the Rest of Southeast Asia. Singapore is expected to grow at a significant CAGR during the forecast period (2025-2033). Singapore is the market and the innovator of plant-based dairy in Southeast Asia. The country has massive support from the government in food tech, advanced logistics, and a health-oriented urban population, thereby attracting major global and regional brands. The extensive consumer purchasing power and readiness to buy environmentally friendly products make it the perfect testing ground for the high-end plant-based dairy innovations. The leadership of alternative proteins and start-up financing in Singapore has remained at regional standards. Its high retailing and consumer demand for clean-label and eco-friendly products

is also driving market growth in Southeast Asia. On May 06, 2024, Nestlé Singapore introduced Goodnes, a new line of dairy-free oat milk, to meet the growing demand for plant-based beverages. Naturally sweetened from oats, both variants (OAT and ALMOND & OAT) are a great source of essential nutrients – Calcium and Vitamins B2, B3, and D. Now available at FairPrice, Giant, Cold Storage, Redmart, Shopee, and Pandamart.

Some major players running in the market include Nestlé, Alpro (Danone S.A.), Pure Mylk, Green Rebel Foods, Heng Guan Food Industrial Pte Ltd, Vinamilk, Farm Fresh Milk Sdn. Bhd., Unicurd (Vitasoy International Singapore Pte Ltd.), Outside SG, and TurtleTree.

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