

Plant Protein Market Size, Share, and Outlook, 2025 Report- By Type (Soy Protein, Pea Protein, Tofu Protein, Lentils Protein, Wheat Protein, Others), Application (Nutritional Supplements, Animal Feed, Beverages, Snacks, Pharmaceuticals, Personal Care, Others), Form (Protein Isolates, Textured Proteins, Protein Concentrates), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/PF395FCD73B9EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: PF395FCD73B9EN

Abstracts

Plant Protein Market Outlook

The global Plant Protein market is expected to register a growth rate of 7.7% during the forecast period from \$15.9 Billion in 2024 to \$28.8 Billion in 2032. The Plant Protein market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Plant Protein segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Soy Protein, Pea Protein, Tofu Protein, Lentils Protein, Wheat Protein, Others), Application (Nutritional Supplements, Animal Feed, Beverages, Snacks, Pharmaceuticals, Personal Care, Others), Form (Protein Isolates, Textured Proteins, Protein Concentrates), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Plant Protein markets.

Plant Protein Market Insights, 2025

The plant protein market is undergoing explosive growth as consumer preferences shift toward vegan, vegetarian, and flexitarian diets driven by health, environmental, and ethical concerns. Sources such as pea, soy, rice, and emerging options like mung bean and pumpkin seed proteins are increasingly incorporated into a wide range of products including meat alternatives, protein powders, snacks, and dairy substitutes. Advances in extraction and processing technologies have improved protein quality, taste, and functionality, enabling broader food application. The market is bolstered by growing awareness of protein's role in muscle health and weight management, alongside sustainability campaigns highlighting the lower carbon footprint of plant proteins versus animal proteins. Retailers, foodservice, and direct-to-consumer brands leverage marketing emphasizing clean labels and natural ingredients. Innovation continues in blends, fortified foods, and novel formats to address consumer taste and texture expectations.

Five Trends that will define global Plant Protein market in 2025 and Beyond

A closer look at the multi-million global market for Plant Protein identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Plant Protein companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Plant Protein industry?

The Plant Protein sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Plant Protein Market Segment Insights

The Plant Protein industry presents strong offers across categories. The analytical report offers forecasts of Plant Protein industry performance across segments and countries. Key segments in the industry include By Type (Soy Protein, Pea Protein, Tofu

Protein, Lentils Protein, Wheat Protein, Others), Application (Nutritional Supplements, Animal Feed, Beverages, Snacks, Pharmaceuticals, Personal Care, Others), Form (Protein Isolates, Textured Proteins, Protein Concentrates), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Plant Protein market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Plant Protein industry ecosystem. It assists decision-makers in evaluating global Plant Protein market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Plant Protein industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Plant Protein Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Plant Protein Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Plant Protein with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Plant Protein market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Plant Protein market Insights Executives are most excited about opportunities for the US Plant Protein industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Plant Protein companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Plant Protein market.

Latin American Plant Protein market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Plant Protein Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Plant Protein markets. Designing expansion and marketing strategies to cater to the local

consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Plant Protein markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Plant Protein companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Cargill Incorporated, Archer Daniels Midland Company, DuPont Nutrition and Biosciences, Kerry Group plc, Roquette Frères S.A., Manildra Group, Tereos S.A., Axiom Foods, Inc., Cosucra Groupe Warcoing SA, Glanbia Nutritionals Inc, S?dzucker Group (BENEIO GmbH).

Plant Protein Market Scope

Leading Segments

By Type

Soy Protein

Pea Protein

Tofu Protein

Lentils Protein

Wheat Protein

Others

By Application

Nutritional Supplements

Animal Feed

Beverages

Snacks

Pharmaceuticals

Personal Care

Others

By Form

Protein Isolates

Textured Proteins

Protein Concentrates

By Distribution Channels

Supermarkets and Hypermarkets

Convenience Stores

Online

Others

Leading Companies

Cargill Incorporated

Archer Daniels Midland Company

DuPont Nutrition and Biosciences

Kerry Group plc

Roquette Frères S.A.

Manildra Group

Tereos S.A.

Axiom Foods, Inc.

Cosucra Groupe Warcoing SA

Glanbia Nutritionals Inc

Südzucker Group (BENEÓ GmbH)

Geographies

North America US, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Kerry Group plc
Roquette Frères S.A.
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