

Vegan Chicken Market Size, Share, and Outlook, 2025 Report- By Application (Tofu, Jackfruit, Vital wheat gluten, Others), Product (Burger Patties, Strips and Nuggets, Sausages, Meatballs, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Specialty Retailers, Online), and Companies, 2021-2032

<https://marketpublishers.com/r/V26F026EAAFAEN.html>

Date: June 2025

Pages: 185

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

ID: V26F026EAAFAEN

Abstracts

Vegan Chicken Market Outlook

The global Vegan Chicken market is expected to register a growth rate of 17.1% during the forecast period from \$3.8 Billion in 2024 to \$13.4 Billion in 2032. The Vegan Chicken 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 Vegan Chicken segments across 22 countries from 2021 to 2032. Key segments in the report include By Application (Tofu, Jackfruit, Vital wheat gluten, Others), Product (Burger Patties, Strips and Nuggets, Sausages, Meatballs, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Specialty Retailers, Online). Over 70 tables and charts showcase findings from our latest survey report on Vegan Chicken markets.

Vegan Chicken Market Insights, 2025

The vegan chicken market is gaining momentum as consumers seek plant-based meat substitutes that mimic the taste, texture, and cooking experience of traditional chicken.

Made from soy, pea protein, mycoprotein, or wheat gluten, vegan chicken products cater to flexitarians, vegetarians, and vegans alike. Growth drivers include increasing concerns about animal welfare, environmental sustainability, and health benefits of plant-based diets. Product innovation centers on improving texture, flavor, and nutritional content, with offerings ranging from nuggets and strips to whole cuts. The market benefits from expanding retail and foodservice channels, including fast food chains launching plant-based chicken options. Regulatory frameworks and consumer education are evolving to support market acceptance.

Five Trends that will define global Vegan Chicken market in 2025 and Beyond

A closer look at the multi-million global market for Vegan Chicken identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Vegan Chicken 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 Vegan Chicken industry?

The Vegan Chicken 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.

Vegan Chicken Market Segment Insights

The Vegan Chicken industry presents strong offers across categories. The analytical report offers forecasts of Vegan Chicken industry performance across segments and countries. Key segments in the industry include By Application (Tofu, Jackfruit, Vital wheat gluten, Others), Product (Burger Patties, Strips and Nuggets, Sausages, Meatballs, Others), Distribution Channel (Supermarkets and Hypermarkets, Independent Retailers, Specialty Retailers, Online). 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, Vegan Chicken 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 Vegan Chicken industry ecosystem. It assists decision-makers in evaluating global Vegan Chicken market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

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

Asia Pacific Vegan Chicken 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 Vegan Chicken 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 Vegan Chicken 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 Vegan Chicken market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Vegan Chicken market Insights Executives are most excited about opportunities for the US Vegan Chicken industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Vegan Chicken 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 Vegan Chicken market.

Latin American Vegan Chicken 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 Vegan Chicken 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 Vegan Chicken 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 Vegan Chicken markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Vegan Chicken 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 Beyond Meat, Inc., MorningStar Farms, Unilever Plc, Amy's Kitchen, Inc., Impossible Foods Inc., Maple Leaf Foods Inc., GoldandGreen Foods Ltd, Gardein Protein International, Monde Nissin Corporation, Turtle Island Foods, Sunfed Limited, VBites Food Limited, Alpha Foods, Planterra Foods, Before the Butcher, No Evil Foods, R?genwalder M?hle, The Meatless Farm Co, Hooray Foods, The Hain Celestial Group.

Vegan Chicken Market Scope

Leading Segments

By Application

Tofu

Jackfruit

Vital wheat gluten

Others

By Product

Burger Patties

Strips and Nuggets

Sausages

Meatballs

Others

By Distribution Channel

Supermarkets and Hypermarkets

Independent Retailers

Specialty Retailers

Online

Leading Companies

Beyond Meat, Inc.

MorningStar Farms

Unilever Plc

Amy's Kitchen, Inc.

Impossible Foods Inc.

Maple Leaf Foods Inc.

GoldandGreen Foods Ltd

Gardein Protein International

Monde Nissin Corporation

Turtle Island Foods

Sunfed Limited

VBites Food Limited

Alpha Foods

Planterra Foods

Before the Butcher

No Evil Foods

R?genwalder M?hle

The Meatless Farm Co

Hooray Foods

The Hain Celestial Group

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi 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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By Application

Tofu

Jackfruit

Vital wheat gluten

Others

By Product

Burger Patties

Strips and Nuggets

Sausages

Meatballs

Others

By Distribution Channel

Supermarkets and Hypermarkets

Independent Retailers

Specialty Retailers

Online

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MorningStar Farms

Unilever Plc

Amy's Kitchen, Inc.

Impossible Foods Inc.

Maple Leaf Foods Inc.

GoldandGreen Foods Ltd

Gardein Protein International

Monde Nissin Corporation

Turtle Island Foods

Sunfed Limited

VBites Food Limited

Alpha Foods

Planterra Foods

Before the Butcher

No Evil Foods

R?genwalder M?hle

The Meatless Farm Co

Hooray Foods

The Hain Celestial Group

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