

Vegan Meal Replacement Shake Market Size, Share, and Outlook, 2025 Report- By Type (Powder, Ready to Drink Beverages, Bars, Cookies, Soups, Smoothies, Others), Application (Food Processing, Nutritional Products, Animal Feed, Residential), Packaging (Bottles, Carton Packaging, Pouches, Others), End-User (Vegetarian, Diet Population, Athletes, Others), Distribution Channel (Retail Stores, Online, Supermarkets and Hypermarkets, Pharmacies, Others), and Companies, 2021-2032

<https://marketpublishers.com/r/VF83AA54A33DEN.html>

Date: June 2025

Pages: 185

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

ID: VF83AA54A33DEN

Abstracts

Vegan Meal Replacement Shake Market Outlook

The global Vegan Meal Replacement Shake market is expected to register a growth rate of 8.9% during the forecast period from \$18.6 Billion in 2024 to \$36.8 Billion in 2032. The Vegan Meal Replacement Shake 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 Meal Replacement Shake segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Powder, Ready to Drink Beverages, Bars, Cookies, Soups, Smoothies, Others), Application (Food Processing, Nutritional Products, Animal Feed, Residential), Packaging (Bottles, Carton Packaging, Pouches, Others), End-User (Vegetarian, Diet Population, Athletes, Others), Distribution Channel

(Retail Stores, Online, Supermarkets and Hypermarkets, Pharmacies, Others). Over 70 tables and charts showcase findings from our latest survey report on Vegan Meal Replacement Shake markets.

Vegan Meal Replacement Shake Market Insights, 2025

The vegan meal replacement shake market is gaining rapid traction, fueled by the convergence of plant-based eating, functional nutrition, and the demand for convenient on-the-go meal solutions. These shakes are formulated with proteins derived from peas, rice, soy, or hemp, and enriched with vitamins, minerals, and adaptogens to serve as nutritionally complete meal alternatives. Consumers—particularly urban millennials, athletes, and busy professionals—are embracing these shakes as part of clean eating routines and weight management programs. Product innovation is high, with brands introducing organic, allergen-free, and keto-friendly versions in sustainable packaging formats. The popularity of e-commerce and DTC (direct-to-consumer) subscription models is accelerating category penetration. Additionally, growing concerns around animal welfare, climate impact, and dietary sensitivities are making vegan meal replacements a mainstream option across global markets.

Five Trends that will define global Vegan Meal Replacement Shake market in 2025 and Beyond

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

The Vegan Meal Replacement Shake 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 Meal Replacement Shake Market Segment Insights

The Vegan Meal Replacement Shake industry presents strong offers across categories. The analytical report offers forecasts of Vegan Meal Replacement Shake industry performance across segments and countries. Key segments in the industry include By Type (Powder, Ready to Drink Beverages, Bars, Cookies, Soups, Smoothies, Others), Application (Food Processing, Nutritional Products, Animal Feed, Residential), Packaging (Bottles, Carton Packaging, Pouches, Others), End-User (Vegetarian, Diet Population, Athletes, Others), Distribution Channel (Retail Stores, Online, Supermarkets and Hypermarkets, Pharmacies, 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, Vegan Meal Replacement Shake 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 Meal Replacement Shake industry ecosystem. It assists decision-makers in evaluating global Vegan Meal Replacement Shake market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Vegan Meal Replacement Shake 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 Vegan Meal Replacement Shake 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 Meal Replacement Shake 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 Meal Replacement Shake 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 Meal Replacement Shake market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Vegan Meal Replacement Shake market Insights Executives are most excited about opportunities for the US Vegan Meal Replacement Shake industry.

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

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

Competitive Landscape How Vegan Meal Replacement Shake 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 Kate Farms, Inc., Sunwarrior LLC, Your Superfoods Inc., Bulletproof 360, Inc., Garden of Life, LLC, Orgain, Inc., KOS Naturals, Inc., Only What You Need, Inc., Soylent Nutrition, Inc., Ample Foods, Inc., Ambronite Oy Ltd., Oxyfresh Worldwide, Inc., Gnarly Nutrition, LLC.

Vegan Meal Replacement Shake Market Scope

Leading Segments

By Type

Powder

Ready to Drink Beverages

Bars

Cookies

Soups

Smoothies

Others

By Application

Food Processing

Nutritional Products

Animal Feed

Residential

By Packaging

Bottles

Carton Packaging

Pouches

Others

By End-User

Vegetarian

Diet Population

Athletes

Others

By Distribution Channel

Retail Stores

Online

Supermarkets and Hypermarkets

Pharmacies

Others

Leading Companies

Kate Farms, Inc.

Sunwarrior LLC

Your Superfoods Inc.

Bulletproof 360, Inc.

Garden of Life, LLC

Orgain, Inc.

KOS Naturals, Inc.

Only What You Need, Inc.

Soylent Nutrition, Inc.

Ample Foods, Inc.

Ambronite Oy Ltd.

Oxyfresh Worldwide, Inc.

Gnarly Nutrition, LLC

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.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Vegan Meal Replacement Shake Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Vegan Meal Replacement Shake Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL VEGAN MEAL REPLACEMENT SHAKE MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

- 4.5 Regional Analysis
- 4.6 Porter's Five Force Analysis
 - 4.6.1 Intensity of Competitive Rivalry
 - 4.6.2 Threat of New Entrants
 - 4.6.3 Threat of Substitutes
 - 4.6.4 Bargaining Power of Buyers
 - 4.6.5 Bargaining Power of Suppliers
- 4.7 Vegan Meal Replacement Shake Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. VEGAN MEAL REPLACEMENT SHAKE MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
 - Powder
 - Ready to Drink Beverages
 - Bars
 - Cookies
 - Soups
 - Smoothies
 - Others
- By Application
 - Food Processing
 - Nutritional Products
 - Animal Feed
 - Residential
- By Packaging
 - Bottles
 - Carton Packaging
 - Pouches
 - Others
- By End-User
 - Vegetarian
 - Diet Population

Athletes
Others
By Distribution Channel
Retail Stores
Online
Supermarkets and Hypermarkets
Pharmacies
Others

6. GLOBAL VEGAN MEAL REPLACEMENT SHAKE MARKET OUTLOOK ACROSS GROWTH SCENARIOS

6.1 Low Growth Scenario
6.2 Base/Reference Case
6.3 High Growth Scenario

6. NORTH AMERICA VEGAN MEAL REPLACEMENT SHAKE MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024
6.2 North America Vegan Meal Replacement Shake Market Trends and Growth Opportunities
6.2.1 North America Vegan Meal Replacement Shake Market Outlook by Type
6.2.2 North America Vegan Meal Replacement Shake Market Outlook by Application
6.3 North America Vegan Meal Replacement Shake Market Outlook by Country
6.3.1 The US Vegan Meal Replacement Shake Market Outlook, 2021- 2032
6.3.2 Canada Vegan Meal Replacement Shake Market Outlook, 2021- 2032
6.3.3 Mexico Vegan Meal Replacement Shake Market Outlook, 2021- 2032

7. EUROPE VEGAN MEAL REPLACEMENT SHAKE MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024
7.2 Europe Vegan Meal Replacement Shake Market Trends and Growth Opportunities
7.2.1 Europe Vegan Meal Replacement Shake Market Outlook by Type
7.2.2 Europe Vegan Meal Replacement Shake Market Outlook by Application
7.3 Europe Vegan Meal Replacement Shake Market Outlook by Country
7.3.2 Germany Vegan Meal Replacement Shake Market Outlook, 2021- 2032
7.3.3 France Vegan Meal Replacement Shake Market Outlook, 2021- 2032
7.3.4 The UK Vegan Meal Replacement Shake Market Outlook, 2021- 2032

- 7.3.5 Spain Vegan Meal Replacement Shake Market Outlook, 2021- 2032
- 7.3.6 Italy Vegan Meal Replacement Shake Market Outlook, 2021- 2032
- 7.3.7 Russia Vegan Meal Replacement Shake Market Outlook, 2021- 2032
- 7.3.8 Rest of Europe Vegan Meal Replacement Shake Market Outlook, 2021- 2032

8. ASIA PACIFIC VEGAN MEAL REPLACEMENT SHAKE MARKET SIZE OUTLOOK

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Vegan Meal Replacement Shake Market Trends and Growth Opportunities
 - 8.2.1 Asia Pacific Vegan Meal Replacement Shake Market Outlook by Type
 - 8.2.2 Asia Pacific Vegan Meal Replacement Shake Market Outlook by Application
- 8.3 Asia Pacific Vegan Meal Replacement Shake Market Outlook by Country
 - 8.3.1 China Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.2 India Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.3 Japan Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.4 South Korea Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.5 Australia Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.6 South East Asia Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 8.3.7 Rest of Asia Pacific Vegan Meal Replacement Shake Market Outlook, 2021- 2032

9. SOUTH AMERICA VEGAN MEAL REPLACEMENT SHAKE MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Vegan Meal Replacement Shake Market Trends and Growth Opportunities
 - 9.2.1 South America Vegan Meal Replacement Shake Market Outlook by Type
 - 9.2.2 South America Vegan Meal Replacement Shake Market Outlook by Application
- 9.3 South America Vegan Meal Replacement Shake Market Outlook by Country
 - 9.3.1 Brazil Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 9.3.2 Argentina Vegan Meal Replacement Shake Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA VEGAN MEAL REPLACEMENT SHAKE MARKET SIZE OUTLOOK

10.1 Key Market Statistics, 2024

10.2 Middle East and Africa Vegan Meal Replacement Shake Market Trends and Growth Opportunities

10.2.1 Middle East and Africa Vegan Meal Replacement Shake Market Outlook by Type

10.2.2 Middle East and Africa Vegan Meal Replacement Shake Market Outlook by Application

10.3 Middle East and Africa Vegan Meal Replacement Shake Market Outlook by Country

10.3.1 Saudi Arabia Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10.3.2 The UAE Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10.3.3 Rest of Middle East Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10.3.4 South Africa Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10.3.5 Egypt Vegan Meal Replacement Shake Market Outlook, 2021- 2032

10.3.6 Rest of Africa Vegan Meal Replacement Shake Market Outlook, 2021- 2032

11. COMPANY PROFILES

11.1 Leading 10 Companies

Kate Farms, Inc.

Sunwarrior LLC

Your Superfoods Inc.

Bulletproof 360, Inc.

Garden of Life, LLC

Orgain, Inc.

KOS Naturals, Inc.

Only What You Need, Inc.

Soylent Nutrition, Inc.

Ample Foods, Inc.

Ambronite Oy Ltd.

Oxyfresh Worldwide, Inc.

Gnarly Nutrition, LLC

11.2 Overview

11.3 Products and Services

11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options

12.2 Customization Options

12.3 Publisher Details

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