

Non-Dairy Cheese Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The non-dairy cheese market is projected to record a CAGR of 8.1% during the forecast period (2022-2027).

The COVID-19 pandemic impacted the global non-dairy cheese market as consumers intensely shifted toward plant-based substitutes because they are healthy and easily available. Due to lockdown in various countries, the supply of dairy cheese was hindered, and there were shortages of products, which compelled consumers to purchase non-dairy cheese. Various studies have depicted that the sales volume of plant-based cheese has grown up to 85% among the developing regions due to the rising health consciousness among the consumers. There was a steady decline in the dairy cheese market in 2020.

The gaining popularity of the vegan diet and incidences of lactose intolerance have driven the market and will continue to do so in the near future. Increased health consciousness among consumers, dietary restrictions, and the popularity of veganism have led to the global demand for non-dairy cheese products.

The rising cases of milk allergies and lactose intolerance among children and middle-aged people boosted the demand for dairy alternative cheese products. As per the data from Cleveland Clinic, in the United States, more than 30 million people are lactose intolerant, which showcases that Americans prefer to consume plant-based vegan cheese products, thus accelerating the growth of the non-dairy cheese market.

Non-Dairy Cheese Market Trends

Rising Instances of Lactose Intolerance Increasing the Demand for Plant-based Cheese

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Congenital lactase deficiency or lactose intolerance is a condition wherein the small intestine becomes ineffective in terms of making enzyme lactase to digest or metabolize lactose. Transferring undigested lactose to the large intestine can result in severe health issues whose initial symptoms are gastric problems, diarrhea, and bloating. With rising lactose intolerance in several regions of the world, the demand for non-dairy cheese and other lactose-free products has drastically increased in recent years. Consumers are considering a vegan diet as a sustainable and healthy choice. Thus it has gained popularity in recent years. The rising concerns of consumers toward animal products due to ethical reasons are further leading to the consumption of healthier and cleaner products, which consecutively boosts the non-dairy cheese market. The key players in the market are investing a huge amount in research and developments for new product innovations as per the trending preferences of customers.

North America Dominates the Market

North America dominates the non-dairy cheese market as a high percentage of the lactose intolerant population is present with an emerging trend for vegan food preferences. Europe is an attractive market as the shift in consumer preference has been observed in the last few years owing to the growing veganism trend in the region. As veganism is gaining popularity in North American regions, various giant food manufacturers have started incorporating dairy substitutes into their cheese product lines. North Americans are highly conscious of their health and wellness. Thus, plant-based cheese is also being served in bakeries, fast food cafes, and restaurants. Moreover, North America is anticipated to grow significantly during the forecast period due to the popularity of plant-based cheese and the growing awareness among the consumers concerning the unmatched benefits offered by plant-based dairy products, thus driving the growth of the non-dairy cheese market in the region.

Non-Dairy Cheese Market Competitor Analysis

The key brands in the non-dairy cheese market are highly competitive as several small- and large-scale manufacturers are embarking on mergers and acquisitions and new product innovations to achieve consolidation and optimize their offerings. Some of the major key players in the non-dairy cheese market include Otsuka (Daiya Foods Inc.), Green Vie Foods, Violife Foods, Kite Hill, and Angel Food. The online retailing platform also plays a significant role in accelerating the growth of the non-dairy cheese market. Furthermore, advanced manufacturing expertise and distribution networks offer an upper edge to the manufacturers to expand their range of products across the world.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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