

**India Vegan Food Market Assessment, By Product Type [Meat Alternatives, Dairy Alternatives, Vegan Snacks, Vegan Bakery and Vegan Confectionery, Others], By Source [Nuts and Seeds, Vegetables, Grains, Fruits, Others], By End-user [Residential, Commercial], By Distribution Channel [Supermarkets/Hypermarkets, Departmental Stores, Specialty Stores, Online, Others], By Region, Opportunities and Forecast, FY2018-FY2032F**

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**Report description:**

India vegan food market is projected to witness a CAGR of 9.61% during the forecast period FY2025-FY2032, growing from USD 1.42 billion in FY2024 to USD 2.96 billion in FY2032. The market is growing quite rapidly with the increase in people's interest in their health and the environment, along with the increase in lactose intolerance. On-going shifts in demand towards plant-based diets have increased demand for dairy alternatives, meat substitutes, and vegan snacks. The trend further accelerates faster due to social media, celebrity endorsements, and innovative new vegan products. Urbanization, especially in metro cities, is witnessing an upsurge in increasingly available vegan foods in supermarkets, online platforms, or food service establishments. This has opened doors for both startups and established brands to create innovative plant-based alternatives from a variety of sources, such as soy, almond, oat, coconut, and pea protein, catering to various consumer preferences. Increased government initiatives toward sustainable food production and foreign investments in plant-based food startups have supported the growth of this market. Nevertheless, challenges, including high product prices, low consumer awareness in rural areas, and the need for broader distribution networks, persist.

Under these circumstances, however, steady growth is still anticipated, with innovations in food technology enhancing taste, texture, and cost. The rise in veganism for ethical and sustainability purposes adds further to the market outlook. As Indian

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consumers increasingly shift towards plant-based diets, such food items are likely to become a more prominent market in the food and beverage industry.

In February 2025, Impresario Entertainment & Hospitality Private Limited's cafe, SOCIAL, collaborated with Veganuary, which is a global vegan movement, and introduced its special vegan menu for a limited time period. The menu offers a variety of regionally influenced and internationally inspired meals, such as the Avocado Quinoa Crunch Bowl, Aloo Chaat & Creamy Hummus, and Nutcracker Sundal, and is available in all SOCIAL outlets across Delhi NCR, Mumbai, Bangalore, Chandigarh, Kolkata, Dehradun, Indore, and Pune.

#### Rising Health Consciousness Catalyzes Market Expansion

The eco-friendly vegan food market in India is leading more people to move towards better health and making them nutrition oriented. Eating a plant-based diet comes with better benefits for digestion and heart health and fewer risks of weight gain, diabetes, and high cholesterol. Today, many Indians have switched from traditional dairy and meat-based diets to plant-based diets for better living. Growing awareness about health risks associated with processed food also prompts consumers to try these fresh, minimally processed vegan products.

Additionally, the emergence of fitness culture has propelled the demand for vegan food, especially by social media and wellness influencers. As more consumers become enlightened about the nutritional benefits, the inclination towards vegan foods is bound to grow, and health consciousness will be a strong driver of market expansion.

In May 2024, Tata Consumer Products Limited achieved a historic breakthrough with the launch of Tata Plant-based Burger Patty. The patty has no involvement in any animal harm, making a cruelty-free alternative to meat by presenting the Tata Plant-based Burger Patty in India. Because of its plant-based origin, the patty is a cholesterol-free product with less saturated fat, which makes it a heart-healthy option for consumers.

#### Ethical and Environmental Concerns Spur Market Growth

Environmental sustainability and the ethical spirit of consumption are becoming major factors driving the vegan food market in India. Concerns for animal welfare, deforestation, and greenhouse gas emissions related to livestock farming have encouraged many consumers to turn to plant-based diets. The exploitation of the environment due to meat and dairy production, through excessive water use and pollution, makes people look for environmentally friendly alternatives. Some ethical preferences include cruelty-free and fair-trade sourcing methods that affect purchasing decisions.

More and more consumers are learning about the benefits of reduced animal product consumption from animal rights organizations and plant-based promotion groups. With sustainability becoming a more pressing concern, an increasing number of Indians now accept veganism as a lifestyle, nurturing the development of the plant-based foods market.

In February 2023, the Indian dairy brand Keventers by SUPER MILK PRODUCTS PRIVATE LIMITED expanded its product portfolio and launched its first-ever range of vegan ice creams in two flavors, namely Vegan Dark Chocolate and Vegan Strawberry. PETA India approves the products, which are available in 100ml and 450ml packs.

#### Meat Alternatives Gaining Dominance

The change in consumer tendency to look for ways to include meat substitutes in their meals for healthier, more sustainable, and guilt-free eating is quite noticeable. With the alarming health effects of eating red meat, plant-based meat comes as a better solution. Consumer preferences are rapidly shifting to healthier plant-based alternatives, propelled by ingredients such as soy, pea protein, jackfruit, mushrooms, and others that mimic the texture and taste of traditional meat. Urban consumers, particularly the young generations who tend to consume fewer animal-based items at home and thrive supplementing their diets with plant-based meat alternatives from restaurants and supermarkets, are feeling their appetite even worldwide. With increasing entrants of Indian startups and global brands into the market, the trend towards meat alternatives is expected to shift towards being a mainstream dietary alternative.

In July 2024, India's first plant-based chicken fillet was launched by the plant-based brand Plantaway by Terra Verde Foods Pvt Ltd. The product is made using pea protein, without using soy, providing dietary fiber and 19g of protein in each pack containing two pieces. Additionally, the new fillets have no trans fats, preservatives, artificial colorings, or flavorings and are targeted at health-conscious consumers.

#### North Region Dominates Geographically

The northern part of India is fast becoming a leading area for the vegan food market owing to the strong urban demand scenario,

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raising health awareness, and growing food service sectors. Plant-based diets are becoming increasingly popular in cities such as Delhi, Chandigarh, and Gurugram because of a rise in disposable incomes and a growing number of lactose-intolerant people. Dairy alternatives like almond and soy milk and other plant-based protein sources are speeding up the market growth in the region.

Moreover, vegan restaurants, cafes, and health-conscious consumers are increasing adoption rates for these products. North India is a major market for vegan food expansion. Fitness cultures, social media trends, and ethical consumerism strongly influence vegan food sales in the region.

In November 2024, Delhi-based Vezlay Foods Pvt. Ltd. introduced its two new products at the India International Trade Fair (IITF): Tofu Fries and Crispy Veg Chicken. Both the products are soy-based, which provides a complete protein source ideal for vegetarians and vegans.

Future Market Scenario (FY2025-FY2032F)

- While demand grows, vegan foods are expected to become more affordable. Local production of plant-based proteins and government incentives for sustainable foods would subsequently lower the costs, making vegan products available to a wider consumer base.
- Vegan menu options in restaurants, cafes and cloud kitchens will multiply by leaps and bounds. More major QSR chains are anticipated to add vegan options to their offerings for flexitarian and health-conscious consumers, further normalizing vegan food in India.
- The booming vegan market would witness the rise of plant-based alternatives of very specifically localized products like paneer, ghee, and Indian sweets. Improved taste and texture and nutritional advantages will allow easy acceptance among the common man, thus establishing growth for the market in the years to come.

Key Players Landscape and Outlook

Competition in India vegan food market is thriving with the establishment of numerous start-ups, expansion of domestic brands, and an influx of global companies into the periphery of vegan products. The market thus occupies a unique niche that includes brands of dairy alternatives, manufacturers of plant-based meat, and companies specializing in producing vegan snacks whose customers are both urban and health-sensitive. Most players invest in R&D, better product formulations, and strategic partnerships to improve access to the market. Direct-to-consumer (D2C) brands drive this accessibility trend, along with e-commerce platforms.

In the future, the market will witness affordable prices, product innovation, and increased presence at retail stores. As demand grows, the companies will tend to scale up their operations and eventually mainstream vegan consumption, making it an important segment in the growing Indian food industry.

In June 2023, at Kochi Port, India, Wakao Foods by Dhond Green Ventures Private Limited began its export journey to the United States with its largest-ever shipment of popular jackfruit products, weighing 13 tons. The shipments contained products such as Teriyaki Jack, American Herbs sausages, Hot & Spicy sausages, Continental Jack burger patties, Jack Supreme burger patties, Indian gravy, and Raw Jack.

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