

## **India Plant Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The India Plant Protein Market size is estimated at 1 billion USD in 2025, and is expected to reach 1.35 billion USD by 2030, growing at a CAGR of 6.30% during the forecast period (2025-2030).

Food & beverage and animal feed together accounted for more than 60% of the share in 2022, due to rising veganism coupled with growing preference for plant-based foods as a sustainable alternative

- India has the highest number of vegetarians in Asia-Pacific, thus driving the demand for plant-based proteins in the country. Also, the growing inclination toward healthy, on-the-go meal options contributes to market growth. In 2021, about 70% of Indians were willing to focus on improving their overall health and immunity and lowering stress and anxiety by prioritizing dietary changes.
- The F&B segment dominates the market share. It is also anticipated to register a CAGR of 6.15%, by volume, during the forecast period. As of 2022, 24% of the Indian population was strictly vegetarian, 9% was vegan, and 8% was pescatarian. The high demand for food and beverages is attributable to the growing demand for meat alternatives and dairy alternatives amid the rising vegetarianism and veganism in the country.
- Among all the end-user segments, the personal care and cosmetics segment is likely to be the fastest-growing segment during the forecast period, with a CAGR of 8.36%, by volume. The major trend observed in the usage of plant protein ingredients is that high protein content ingredients have already been made available. Hence, the focus has shifted toward sustainable sources and the quality of the protein in the ingredients being offered.
- The COVID-19 pandemic exposed the vulnerability of the regional food service sector, which further drove consumers to the retail sector. Thus, the segment is expected to register a growth rate of 14.96%, by volume, during the forecast period. In 2020,

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63% of Indian consumers were willing to buy plant-based protein items regularly, and COVID-19 has made people aware of immunity, which is a by-product of a healthy food lifestyle.

## India Plant Protein Market Trends

India emerging as one of the major markets in terms of plant protein consumption

- Increased production of major plant proteins, like soybean, rice, pea, and wheat, is impacting availability of protein ingredients from the sources. Although many plant products are consumed as staple foods in the country, the increased applications of these protein ingredients in developing innovative foods are further boosting their consumption. The increasing number and engagement capability of vegan influencers among the internet-savvy young generation, who also believed that a vegan diet is healthy (74%), good for the environment (72%), and ethically sound (73%) as of 2023, has proven to be pivotal in the rise of the veganism trend in India. These are among the factors contributing to the rising demand for plant-based protein.
- With the increasing awareness of plant proteins, Indian consumers, especially younger generations, are turning toward plant protein-fortified foods. For instance, as of 2024, nearly 50% of Indians are familiar with plant-based dairy products, and 27.5% are aware of meat alternatives. Awareness of these products is most prominent in metropolitan areas and among individuals with monthly incomes ranging from INR 100,000 (USD 1,200) to INR 150,000 (USD 1,800). Among those who purchased plant-based milk in the previous six months, 82% expressed a willingness to buy it again, with a comparable 72% indicating the same for vegan meat.
- Moreover, in 2022-2023, a significant portion of India's population, nearly 80%, was deficient in daily protein intake, and a vast majority (90%) was unaware of their recommended daily protein needs. This unmet need fuels a strong forecast for increased demand for plant-based proteins, offering a sustainable and potentially more accessible alternative to meet this nutritional gap.

India to focus more on soybean and pea production among plant protein types

- India produces different commodities for the plant protein industry, including rice, wheat, dry peas, and soy. The graph shows the production data for these commodities. India is one of the world's leading rice producers, accounting for about 20% of global rice production in 2021. The higher production of the commodities is supported by India's soil moisture, low temperatures, and well-distributed rainfall. Total rice production during 2023-2024 was estimated at a record 1,378.25 LMT. It is higher by 20.70 LMT than the previous year's rice production of 1,357.55 LMT. Wheat production during 2023-2024 was estimated at a record 1,132.92 LMT, higher by 27.38 LMT than the previous year's wheat production of 1,105.54 LMT, while the production of Shree Anna was estimated at 175.72 LMT as compared to 173.21 LMT during the previous year.
- India is also one of the top soybean producers worldwide. During the Kharif season 2023, the soybean production was recorded to be 118.7 million metric tons. Public and private companies are developing various techniques and directly engaging with farmers to enhance farm incomes and increase soybean yield. To augment the production, the State Government of Maharashtra and the Public-Private Partnership for Integrated Agriculture Development (PPPIAD), in collaboration with ADM, introduced new technologies for soybean cultivation.
- Similarly, several farm-centric policies and programs, such as PMKSY, PMFBY, PKVY, SHM SHC, and e-NAM, help attain the

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desired objectives in pea production in India. Uttar Pradesh and Madhya Pradesh are the country's top pea growers. The pigeon pea production in India amounted to 4.34 million tonnes from an acreage of 5.05 million ha, with a productivity of 859 kg/ha in 2022.

## India Plant Protein Industry Overview

The India Plant Protein Market is fragmented, with the top five companies occupying 10.84%. The major players in this market are Archer Daniels Midland Company, International Flavors & Fragrances, Inc., Kerry Group PLC, Sudzucker AG and VIPPY INDUSTRIES LIMITED (sorted alphabetically).

### Additional Benefits:

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

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