

Vegan Salad Dressing Market Report and Forecast 2025-2034

Market Report | 2025-07-14 | 174 pages | EMR Inc.

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Report description:

The global vegan salad dressing market size reached a value of around USD 420.89 Million in 2024. The market is further expected to grow at a CAGR of 8.90% between 2025 and 2034, reaching a value of around USD 987.30 Million by 2034.

Key Trends in the Market

A salad dressing is a sauce that uses components such as mayonnaise or vinaigrette with additional ingredients to create a flavour or topping that can be added to salad greens or other salad-related foods. A vegan salad dressing is a type of salad dressing that is suited for vegan diets and accordingly does not contain any animal products or animal by-products, including dairy, honey, and eggs. Vegan salad dressings are generally made of ingredients such as sunflower oil, tamari, apple cider vinegar, soy, and nutritional yeast, among others.

- The rising adoption of vegan diets worldwide and increasing prevalence of lactose intolerance are the key vegan salad dressing market trends that are surging the demand for vegan salad dressings.
- Growing popularity of salads as more consumers worldwide choose these dishes for the health benefits and ease of preparation are increasing the demand for salad dressings, including vegan salad dressings that are tasty and healthy.
- In the upcoming years, the vegan salad dressing market growth will likely be aided improvements in accessibility of vegan salad dressings both online and offline, and added product offerings by manufacturers to cater to a wider food palate.

Global Vegan Salad Dressing Market Segmentation

The EMR's report titled "Global Vegan Salad Dressing Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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Market Breakup by Product

- Vegan Mayonnaise
- Ranch Dressing
- Oil Based Dressing
- Sauces
- Others

Market Breakup by Distribution Channel

- Supermarkets or Hypermarkets
- Convenience Stores
- Specialty Stores
- Online
- Others

Market Breakup by End User

- HoReCa/Food Service
- Household
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Global Vegan Salad Dressing Market Share by Product

Vegan mayonnaise accounted for a significant share of the market for vegan salad dressings. Mayonnaise is an immensely popular condiment and through vegan mayonnaise, consumers can enjoy the mayonnaise flavour while maintaining their diets. The use of mayonnaise to enhance flavour, texture, and aesthetic appeal in food has been on the rise, which has been a key factor driving the segment's growth. Meanwhile, ranch dressing and oil based dressing are expected to register rapid growth in the forecast period as more people experiment with different textures and flavours of salad dressings.

Global Vegan Salad Dressing Market Share by Distribution Channel

Supermarkets or hypermarkets distribution channels witnessed significant growth in the market for vegan salad dressings due to their extensive offerings of both premium and private-label products. Consumers are able to browse different products, view ingredients, and examine sizes before purchasing, increasing their confidence in new brands and products. Over the forecast period, online distribution channels are expected to register rapid growth as consumers move to reordering their preferred vegan salad dressings and choose the convenience of online shopping and home delivery.

Competitive Landscape

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The comprehensive EMR report provides an in-depth assessment of the market based on Porter's five forces model, along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the global vegan salad dressing market, covering their competitive landscape and the latest developments like mergers, acquisitions, investments, and expansion plans.

The Kraft Heinz Company

The Kraft Heinz Company, established in 2015, is one of the biggest food and beverage corporations in the world. Headquartered in Chicago in the United States, the company sells a variety of food items, including condiments and sauces, cheese and dairy goods, meats, refreshment beverages, and infant and nutrition products.

Conagra Brands, Inc.

Conagra Brands, Inc., a manufacturer and distributor of branded, high-value consumer food, food service products, and ingredients, was established in 1919 and has its headquarters in Chicago in the United States. The company's product line consists of shelf-stable food items, meals, entrees, frozen foods, sauces, and gourmet products made to order.

Daiya Foods Inc.

Daiya Foods Inc., established in 2008 and headquartered in British Columbia, Canada, is an industry pioneer in cutting-edge plant-based foods. The company provides a wide range of products that are non-GMO project verified, vegan, GFCO certified, gluten-free, and devoid of chemical preservatives and additives.

Other market players include Unilever Plc, Meridian Foods Limited, Kewpie Corporation, Follow Your Heart, Litehouse Inc., Red Duck Foods, Inc., and B&G Foods, Inc., among others.

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