

Growing Appetite for Plant-Based Options: Veggie Burger Market to Reach USD 10,519.7 Million by 2035 | FMI

The veggie burger market is experiencing steady growth, driven by rising consumer demand for plant-based and sustainable food options.

NEWARK, DELAWARE, INDIA, May 12, 2025 /EINPresswire.com/ -- The [veggie burger market](#) was valued at USD 4,164.4 million in 2023, witnessed steady growth through 2024, and is projected to hit USD 4,827.8 million by 2025. Between 2025 and 2035, the market is expected to grow at a CAGR of 8.1%, reaching a size of USD 10,519.7 million. This surge highlights the increasing shift towards plant-based diets globally, driven by health awareness, sustainability efforts, and a rising number of flexitarians.



Veggie Burger Market

A veggie burger, commonly recognized as a meat-free alternative to the traditional hamburger, features a patty crafted from ingredients like vegetables, textured vegetable proteins, legumes, mushrooms, nuts, and grains. These burgers are gaining popularity among consumers looking to minimize meat consumption without compromising on flavor or nutrition. The demand is also spurred by busy lifestyles, as veggie burgers offer a convenient, healthy meal option.

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Plant-powered plates are reshaping the future — the veggie burger market is sizzling with innovation, taste, and unstoppable growth!”

Nandini Roy Chaudhari

Several factors are fueling the robust expansion of the veggie burger market. Health-conscious consumers, rising

environmental concerns, and the growing flexitarian demographic are pivotal drivers. Consumers are increasingly seeking alternatives that reduce their carbon footprint while promoting wellness. Veggie burgers offer a versatile and easy-to-prepare solution, perfectly

catering to these evolving needs, suggesting a strong growth trajectory for the market over the coming years.

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Growing Demand for Vegan and Vegetarian Burgers Globally

One of the key drivers of the market is the increasing number of consumers adopting vegan, vegetarian, or flexitarian lifestyles. As individuals seek to reduce their meat consumption, the popularity of vegan burger market trends and vegetarian burger demand has surged. Health-conscious consumers are drawn to plant protein burger markets offering products rich in nutrients, fiber, and sustainable sourcing.

Additionally, the rise of flexitarian food options has broadened the market's appeal beyond strict vegetarians and vegans, encouraging mainstream adoption of plant-based fast food trends across restaurants, cafés, and even major QSR chains.

Technological Innovations and New Product Launches

Advancements in food technology have made it possible to create pea protein burgers, soy-based burger products, and other plant-based offerings that closely mimic the taste and texture of traditional meat. Recent technological innovations in plant-based burger production have led to the development of juicier, more flavorful products that appeal to a wider demographic.

Brands are launching non-GMO veggie burgers, organic and gluten-free veggie burgers, and dairy-free burger options to cater to consumers with dietary restrictions and preferences. The market has also seen a rise in new product launches in the veggie burger market, offering diverse flavors, ingredients, and formats to suit regional tastes.

Environmental and Health Benefits Driving Market Expansion

The environmental impact of veggie burgers is another significant factor driving market growth. Compared to traditional beef burgers, veggie burgers require fewer resources to produce, resulting in a lower carbon footprint and reduced water usage. This appeals to environmentally conscious consumers seeking to make ethical food choices.

Moreover, the health benefits associated with plant-based diets, including lower risks of heart disease, diabetes, and obesity, are amplifying the consumer trends shaping the plant-based burger sector. Many sustainable burger options are fortified with vitamins, minerals, and protein, meeting the nutritional needs of modern consumers without compromising on taste.

Mergers and Acquisitions

The veggie burger sector has seen notable mergers and acquisitions aimed at strengthening product portfolios and enhancing distribution channels. Major players such as Nestlé, Beyond Meat, and Unilever have strategically acquired smaller plant-based food startups to expand their offerings. Recent deals include acquisitions focusing on sustainability and innovation in plant-based protein development, accelerating market consolidation and competition.

Key Takeaways

- Market size is forecasted to more than double from 2025 to 2035.
- Flexitarianism and sustainability trends are major growth drivers.
- Mergers and partnerships are fueling innovation and market penetration.
- Convenience foods featuring healthy, plant-based options are in high demand.

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Recent Developments in the Market

- Beyond Meat launched a new Beyond Burger 3.0 with cleaner ingredients and improved flavor.
- Impossible Foods expanded into new markets across Asia and Europe.
- Nestlé's Garden of Eatin' introduced a range of regionally inspired veggie burgers.
- New startups like Next Gen Foods and Future Farm have entered major markets, increasing competition.

Competition Outlook

The veggie burger landscape remains highly competitive. Leading companies like Beyond Meat, Impossible Foods, Nestlé, Unilever, and MorningStar Farms dominate with strong brand recognition and extensive distribution networks. New entrants focus on niche markets such as allergen-free or organic veggie burgers, intensifying the competition. Innovation, clean labeling, and regional customization are key to maintaining a competitive edge.

Leading Brands

- MorningStar Farms
- Sotexpro SA
- Crown Soya Protein Group
- Puris Proteins, LLC
- Ingredion Inc
- Beneo GmbH
- Glanbia plc

- Fuji Oil Co. Ltd.
- Archer Daniels Midland Company
- Symrise
- Other Prominent Market Player

Region-wise Insights

- USA: Expected to grow at a 7.8% CAGR from 2025 to 2035, driven by high consumer demand for health-oriented fast foods and strong retail presence.
- Germany: Anticipated to expand at an 8.4% CAGR, supported by eco-conscious consumers and a robust vegan movement.
- China: Projected to grow at a 7.9% CAGR, fueled by rapid urbanization, growing health awareness, and the rise of flexitarian lifestyles.
- Japan: Expected to witness a 7.6% CAGR, as aging populations seek plant-based options for health benefits.
- India: Forecasted to see the highest growth at an 8.7% CAGR, with rising disposable incomes and an established culture of vegetarianism boosting demand.

Explore Plant Based and Vegan Food Industry Analysis:

<https://www.futuremarketinsights.com/industry-analysis/plant-based-and-vegan-food>

Key Segments

By Product Type:

Market segmented into Plant-based Chicken, Plant-based Beef, Plant-based Pork, and Plant-based Fish.

By Source:

Market segmented into Soy-Based Protein, Wheat-Based Protein, Pea-Based Protein, Canola-Based Protein, Fava-Bean Based Protein, Potato-Based Protein, Rice-Based Protein, Lentil-Based Protein, Flax-Based Protein, Chia-Based Protein, and Corn-Based Protein.

By Distribution Channel:

Market segmented into Retail and HoReCA (Food Service Sector). Retail further segmented into Hypermarkets/Supermarkets, Convenience Stores, Specialty Food Stores, and Online Retail.

By Region:

Market segmented into North America, Latin America, Europe, The Middle East and Africa, and East Asia.

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Plant-Based Burger Market: <https://www.futuremarketinsights.com/reports/plant-based-burger->

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