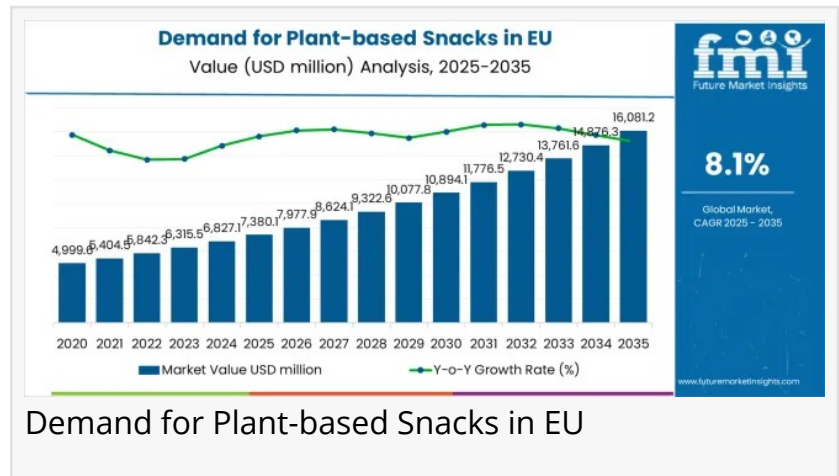


# EU Plant-based Snacks Market to Surge USD 16.08 Bn by 2035 — protein-rich, and eco-friendly products continues to rise

*European Union plant-based snacks market is growing rapidly, driven by health-conscious, convenience-focused, and environmentally aware consumers.*

NEWARK, DE, UNITED STATES,  
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EINPresswire.com/ -- The [European Union's plant-based snacks market](#) is set for remarkable growth over the next decade, propelled by shifting consumer preferences toward healthier, more sustainable, and convenient snacking options.



According to industry-backed research from FMI, the market is projected to grow from USD 7,380.1 million in 2025 to USD 16,081.2 million by 2035, registering a compound annual growth rate (CAGR) of 8.1% and an absolute increase of USD 8,679.9 million.

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The expanding adoption of plant-based diets, combined with growing consumer health consciousness and rising environmental awareness, is driving mainstream acceptance of plant-based snacking. Retailers, foodservice operators, and manufacturers are responding with diverse product innovations, premium formulations, and sustainable packaging solutions, ensuring plant-based snacks meet evolving European consumer expectations.

## Market Expansion Across Two Growth Phases

Between 2025 and 2030, the EU plant-based snacks market is forecast to grow from USD 7,380.1 million to USD 10,886.9 million, accounting for approximately 40% of total ten-year expansion. During this period, the market is shaped by widespread consumer adoption of plant-based alternatives, availability of diverse snack types across cereal, nut, fruit, and protein-based

formats, and mainstream acceptance across supermarkets, convenience stores, and online platforms.

From 2030 to 2035, sales are projected to accelerate further, reaching USD 16,081.2 million, representing nearly 60% of total growth. This phase emphasizes premiumization, functional ingredients, and innovative formats such as high-protein bars, meat-alternative snacks, and indulgent yet health-oriented offerings.

### Drivers of Market Growth

- Health-conscious and flexitarian consumers: Growing demand for snacks rich in protein, fiber, and essential nutrients.
- Convenience and portability: Ready-to-eat, shelf-stable products for busy lifestyles.
- Sustainability and transparency: Preference for ethically sourced ingredients and recyclable or compostable packaging.
- Functional ingredients: Integration of superfoods, probiotics, vitamins, minerals, and plant proteins to enhance nutritional benefits.

Even consumers without strict dietary restrictions are increasingly choosing plant-based snacks to manage weight, reduce processed food consumption, and support environmental sustainability.

### Segment Overview

#### Product Type:

Cereal and grain-based snacks dominate the market with a 28% share in 2025, offering familiarity, whole-grain benefits, and versatile formats. Growth in protein-rich snack bars and meat alternatives is expected to outpace traditional cereal-based formats over the next decade.

#### Packaging:

Bag packaging leads with a 42% share, valued for moisture barrier protection, convenience, resealable formats, and cost efficiency. Sustainability innovations such as recyclable and compostable films are expanding adoption.

#### Flavor:

Savory snacks account for 60% of sales in 2025, reflecting mainstream consumer preference for salty and bold flavors. Sweet snacks are growing as manufacturers introduce dessert-inspired plant-based options.

#### Distribution Channels:

Hypermarkets and supermarkets remain the primary channel with 35% of sales, while online retail shows the fastest growth, rising from 18% in 2025 to 25% by 2035, driven by younger digital-native consumers, subscription models, and easy product discovery.

## Nature:

Conventional plant-based snacks hold 70% of sales, though organic offerings are expanding rapidly, reflecting the shift toward premiumization and eco-conscious consumer choices.

## Regional Highlights

- Netherlands: Leading CAGR at 8.7%, supported by a strong plant-based culture, innovative product launches, and progressive retail networks.
- Germany: Robust growth at 8.5% CAGR, with established plant-based infrastructure and high health consciousness driving sales.
- France: 8.4% CAGR, fueled by evolving consumer attitudes, premium positioning, and growing awareness of environmental sustainability.
- Italy: 8% CAGR, boosted by urban wellness trends, fitness culture, and alignment with Mediterranean dietary patterns.
- Spain: 7.8% CAGR, supported by retail expansion, fitness trends, and health awareness.

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## Competitive Landscape

The EU plant-based snacks market is highly competitive, featuring multinational food corporations, specialized plant-based brands, regional producers, and innovative startups. Leading companies focus on product innovation, nutritional fortification, taste optimization, and sustainable packaging to differentiate themselves. Strategic partnerships with retailers, expansion into e-commerce, and digital marketing campaigns strengthen market positioning.

Notable participants include

- Danone S.A.
- Hain Celestial Group, Inc.
- Nestlé S.A.
- PepsiCo, Inc.
- Unilever
- Conagra Brands, Inc.
- General Mills, Inc.
- Blue Diamond Growers
- Amy's Kitchen Inc.
- Beyond Meat Inc.

The EU plant-based snacks market demonstrates robust growth, driven by consumer demand for healthier, convenient, and sustainable snacking options. With premiumization, functional

ingredients, and e-commerce adoption accelerating, the next decade presents ample opportunities for innovation, investment, and category expansion.

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