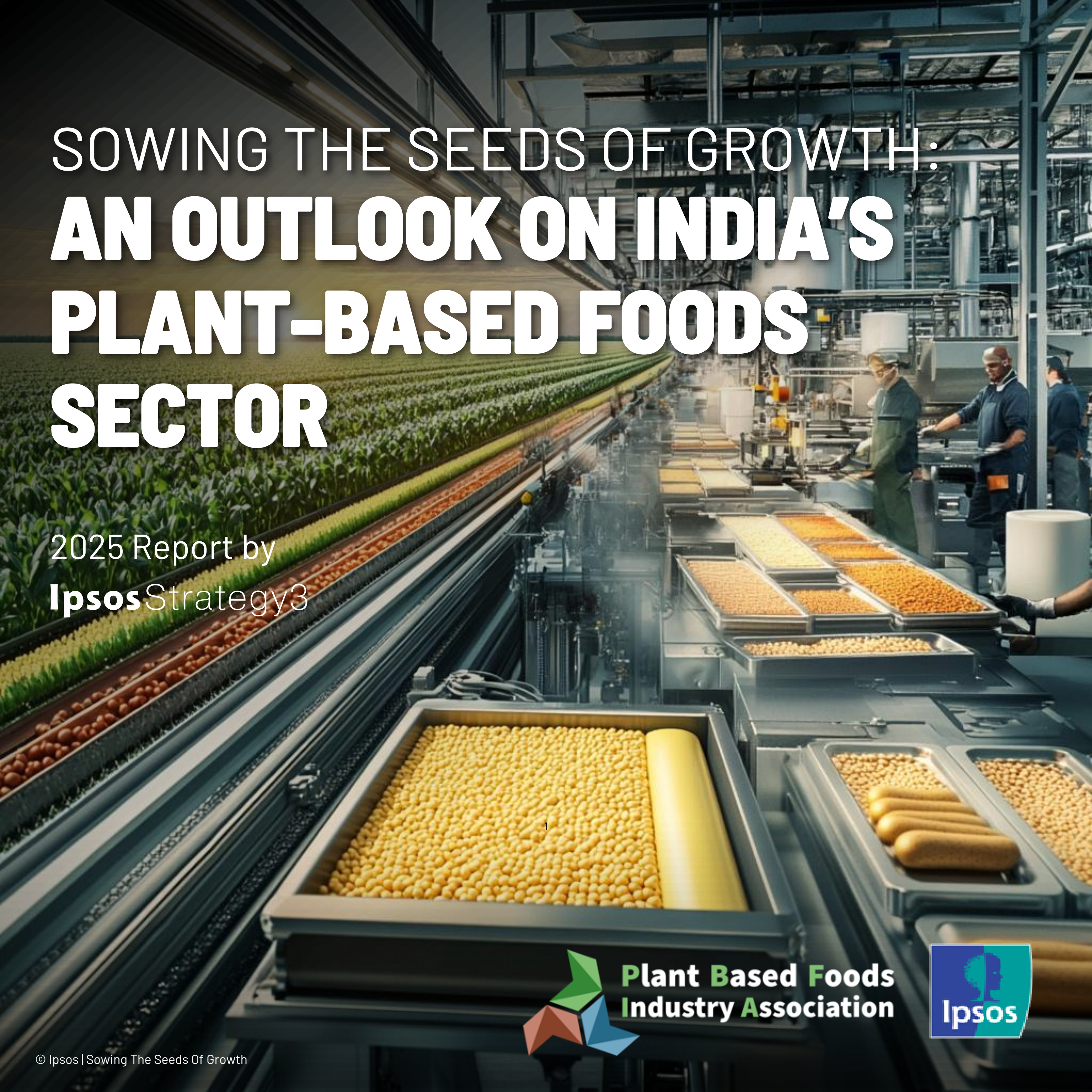


SOWING THE SEEDS OF GROWTH:
AN OUTLOOK ON INDIA'S PLANT-BASED FOODS SECTOR

2025 Report by

Ipsos Strategy3

Plant Based Foods Industry Association

Ipsos

Foreword

The way we produce and consume food is at a pivotal moment. As the world grapples with climate change, food security, and shifting consumer preferences, plant-based foods are emerging as a sustainable and viable alternative. Across global markets, there is growing awareness about the environmental impact of traditional food systems, leading to an increasing demand for plant-based foods that align with both health and sustainability goals.

India, with its deep-rooted traditions in plant-based diets, is uniquely positioned to lead this shift. While challenges such as consumer perception, taste, and affordability remain, the industry is evolving rapidly, driven by innovation and strong interest from businesses, investors, and policymakers. From dairy alternatives to plant-based proteins, new product developments are helping bridge the gap between nutrition, taste, and sustainability.

The plant-based foods industry is at the forefront of a global transformation, driven by rising consumer demand for healthier, more sustainable, and ethical food choices. As concerns around climate change, food security, and personal well-being intensify, plant-based alternatives are no longer a niche category but a rapidly growing segment within the mainstream food industry.

This market research report by Ipsos provides a comprehensive analysis of the plant-based foods sector, with a focus on both global and Indian markets. Through a detailed SWOT analysis, the report examines the industry's strengths, such as innovation and increasing consumer awareness, alongside challenges such as price sensitivity and supply chain constraints. It also identifies emerging opportunities, including advancements in food technology and shifting regulatory landscapes, while addressing potential threats such as competition from conventional and hybrid food products.

Complementing this strategic analysis is a consumer behavior survey, which offers valuable insights into the motivations, preferences, and barriers shaping purchasing decisions. Understanding consumer attitudes is critical for businesses, investors, and policymakers looking to unlock growth and scale impact in this evolving market.

By leveraging these insights, businesses and policymakers can drive innovation, improve accessibility, and accelerate the transition toward a more sustainable and resilient food system. We hope this report empowers decision-makers with the knowledge needed to shape the future of plant-based foods.

PBFIA hopes this report serves as a useful resource in fostering meaningful discussions and driving progress in the plant-based foods industry.

Praveer Srivastava
Executive Director,
Plant Based Foods Industry Association

Foreword

The global food landscape is changing. Concerns about climate change, health, and ethical consumption are driving a shift towards more sustainable and mindful food choices. At the heart of this transformation is the rise of the plant-based foods sector, offering a compelling alternative to conventional food systems.

This report offers a deep dive into the plant-based foods industry, both globally and in India. Insights from conversations with industry experts, consumer research, and market data have been synthesized to provide a comprehensive view of this rapidly evolving sector.
Our research reveals that the Indian plant-based foods market reached a value of INR 300 Crore (~US$36 million) in 2024, growing at 18% in the past 3 years and accounting for only <0.1% of the traditional dairy and meat market as compared to 1.1% in the US (2023), indicating a huge growth potential. The plant-based dairy segment is significantly outpacing plant-based meat, capturing a dominant share of this growing market. This trend aligns with the global scenario as well.

India, with its rich history of vegetarianism and a deep-rooted cultural connection to plant-based cuisine, is uniquely positioned to embrace this shift. The burgeoning interest in health and wellness, coupled with increasing awareness of lactose intolerance and protein deficiency, further fuels the demand for plant-based alternatives.

However, challenges remain. Price sensitivity, limited availability, and the need for greater consumer awareness are key hurdles that need to be addressed. Additionally, there's a need to move beyond simply replicating meat products and focus on creating delicious, protein-rich, and convenient plant-based options that resonate with the Indian palate.

This report delves into these challenges and opportunities, providing actionable recommendations for both brands and policymakers. We believe that by fostering innovation, ensuring affordability, and promoting greater awareness, India can unlock the full potential of its plant-based foods sector.

Hope you enjoy reading the report as much as we did compiling it for you.

Deepak H
Partner & Country Head,
Ipsos Strategy3

Contents

Glossary of Terms

Plant-based foods: This report defines plant-based foods as the following categories:

Plant-based dairy:

Dairy alternative products, including milk, cheese, yogurt, butter, and cream, are crafted entirely from plant-derived ingredients. Common plant-based sources for these alternatives include soya, almonds, oats, coconut, cashews, and peas. They may be fortified with essential nutrients e.g., calcium, vitamin D, and B12 to enhance their nutritional value.

Plant-based meat/seafood:

Food products formulated entirely from plant-derived ingredients, meticulously designed to mimic the taste, texture, and nutritional composition of conventional meat and seafood. These products typically utilize protein sources such as soya, peas, beans, lentils, etc. combined with plant-based fats, minerals, and natural flavors.

Plant-based protein alternatives:

This category encompasses whole protein sources e.g., Tofu and Tempeh, as well as processed food products that incorporate plant-based protein isolates or concentrates, such as plant-based protein bars and snacks.

Note: The scope of this report excludes soya chunks and soya chaap categories.

Executive Summary

Globally, the Plant-based foods industry is experiencing a transformational shift, driven by increasing consumer demand for health-conscious dietary options. As more individuals, mindful of environmental impact and personal health benefits, transition towards plant-based diets, the sector is witnessing growth through product innovations and cross-industry collaborations.

In India, the landscape is particularly dynamic. With a rich heritage of vegetarianism and a population increasingly open to global dietary trends, the plant-based foods market is poised at an interesting point.

Factors such as urbanization, rising disposable incomes, shifting demographics, and Western influences are impacting dietary choices. Some interesting drivers that provide a favourable landscape for the growth of this sector are:

1. **World's highest vegetarian population:** Rooted in the nation's historical connection to vegetarianism, plant-based food consumption is inherent to Indian culture. Plant-based ingredients such as cereals, pulses, fruits, a variety of seasonal vegetables, and nuts are used regularly in daily food consumption.

2. **Increasing awareness about lactose intolerance and high protein deficiency:** Increasing awareness about lactose intolerance among Indians, and the need for higher proteins to be included in the diet, are issues that can be addressed through a plant-based diet.

3. **Increasing health consciousness and focus on mindful eating:** Post the pandemic, there is a distinct shift in consumer mindsets about preventive healthcare and managing good health. Mindful eating is of utmost importance in this emerging focus on self-care.

Executive Summary

4. Growth of e-commerce/ quick commerce as channels: The online channel has seen unprecedented growth in recent times, and the availability of a wide variety of plant-based foods makes it the channel of choice for many consumers.

However, some challenges need to be addressed to unlock the full potential of this sector. Many consumers confuse the term 'plant-based' with vegetarianism – highlighting the need to educate inform and convey the right messaging. Here communication and positioning are key.

Many also mention concerns around price (plant-based foods are 3X more expensive than animal-based products in India) and availability (plant-based foods are mostly available only at Modern Trade or e-commerce channels.)

Another challenge is around the taste and texture of plant-based meat – limiting its acceptability.

Product innovations are important to increase adaptability.

The government can further facilitate and support the growth of the sector by addressing supplier concerns around the availability of imported raw materials, which will also have an impact on price for the end consumer. Additionally, challenges concerning cold supply chain infrastructure need to be addressed for deeper penetration (especially in tier 1 and tier 2 cities.)

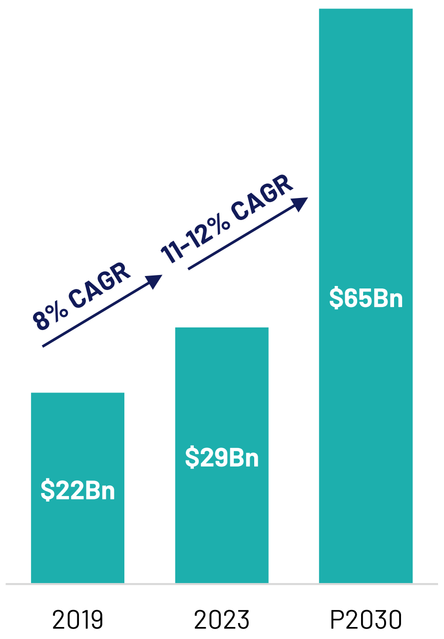
The Indian government's supportive stance towards innovation and sustainability in the food sector can further bolster the industry's potential.

Given the above context, this paper offers strategic recommendations for stakeholders to effectively position their messaging in line with evolving consumer preferences, ensuring they capitalize on the burgeoning opportunities within this vibrant industry.

01
GLOBAL PLANT-BASED FOODS INDUSTRY

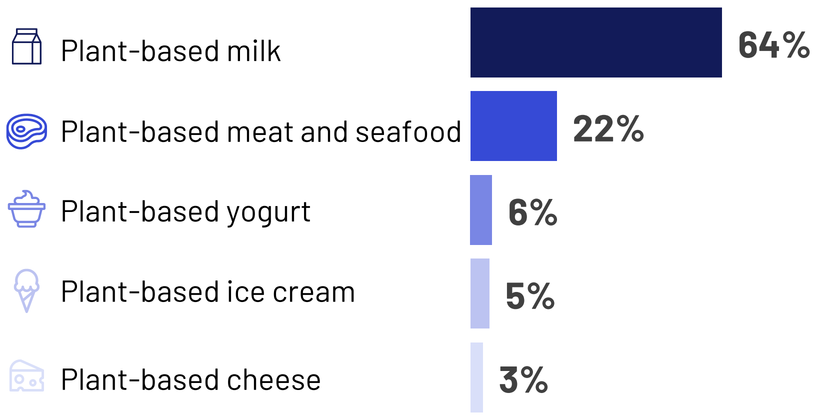
The Global Plant-based foods market is valued at $29 billion in CY23, reflecting the growing consumer shift towards Plant-based alternatives, and is projected to reach $65 billion by CY30

Global Plant-based foods Growth, CY 19 – CY 30



Global Plant-based foods Category, CY 23

Base: $29 Billion



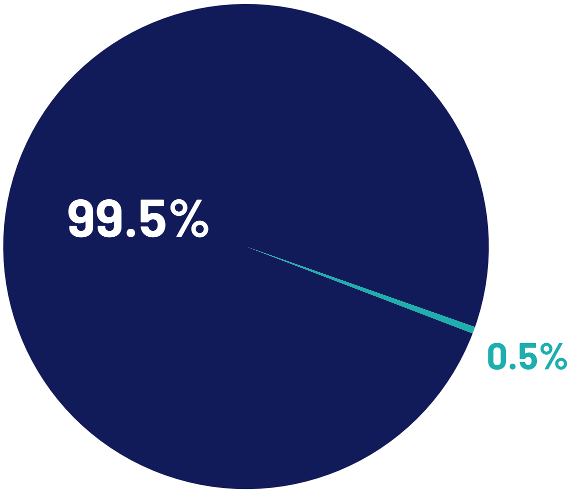
64% of the global plant-based foods market is **dominated by plant-based milk** driven by their widespread adoption in everyday diets

Source: GFI 2023 State of the Industry
Note: Market sizing has been conducted based on retail sales.
Inclusions: Plant-based meat, seafood, milk, yogurt, ice cream, and cheese.
Exclusions: Plant-based eggs.
"P" indicates projected data

The market for Plant-based foods remains relatively small compared to traditional animal products (~$2,250-$2,450 billion), indicating significant room for expansion

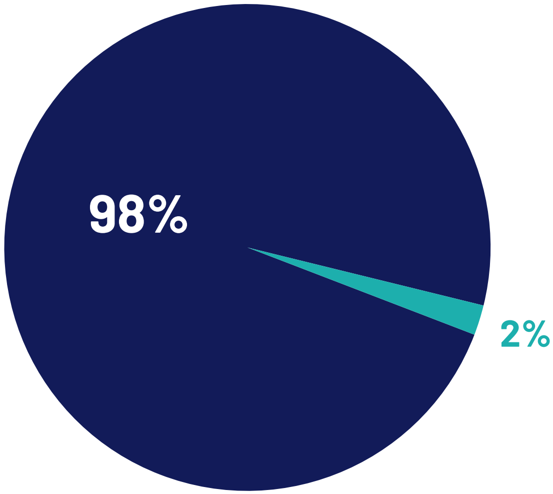
Global Plant-based
vs Traditional meat & seafood, CY 23

Base: ~$1,350-$1,450 Billion



Global Plant-based
vs Traditional milk, CY 23

Base: ~$900-$1,000 Billion



Traditional   Plant-based

Source: Ipsos Analysis

APAC, Europe, and North America account for 91% of the Plant-based foods market

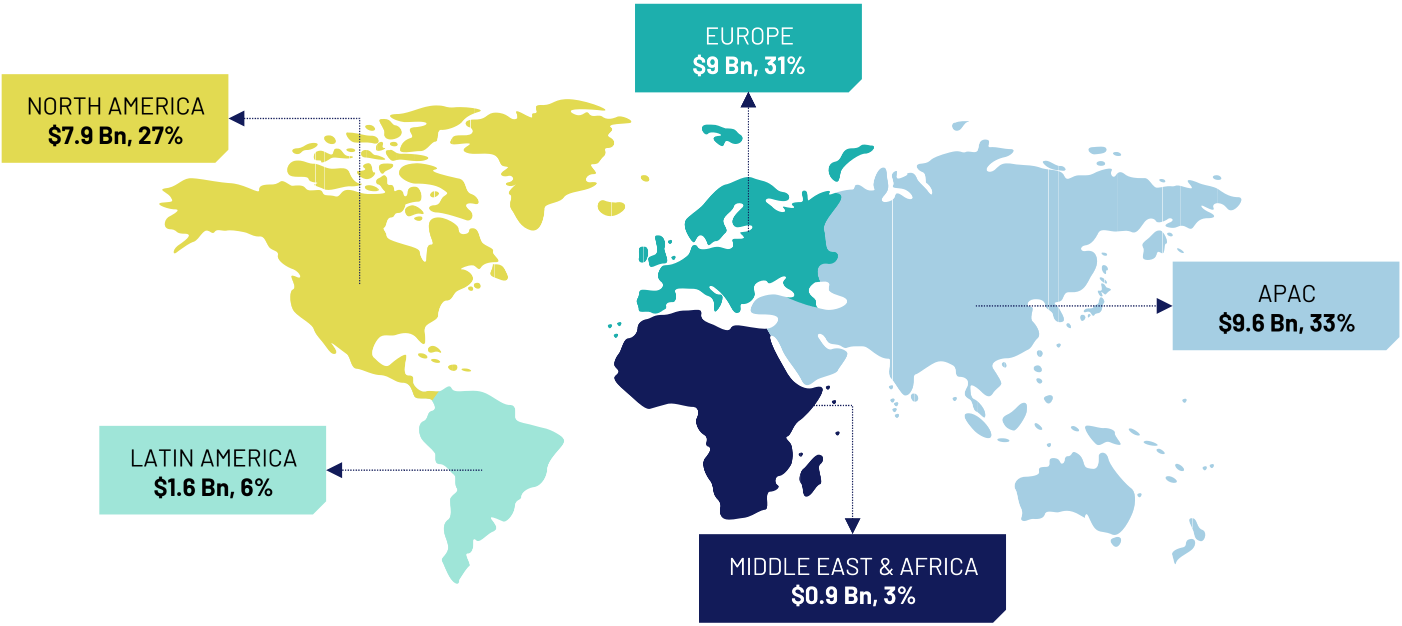
Global Plant-based foods Market by Region & Leading Brands, CY 23

NORTH AMERICA

EUROPE

APAC

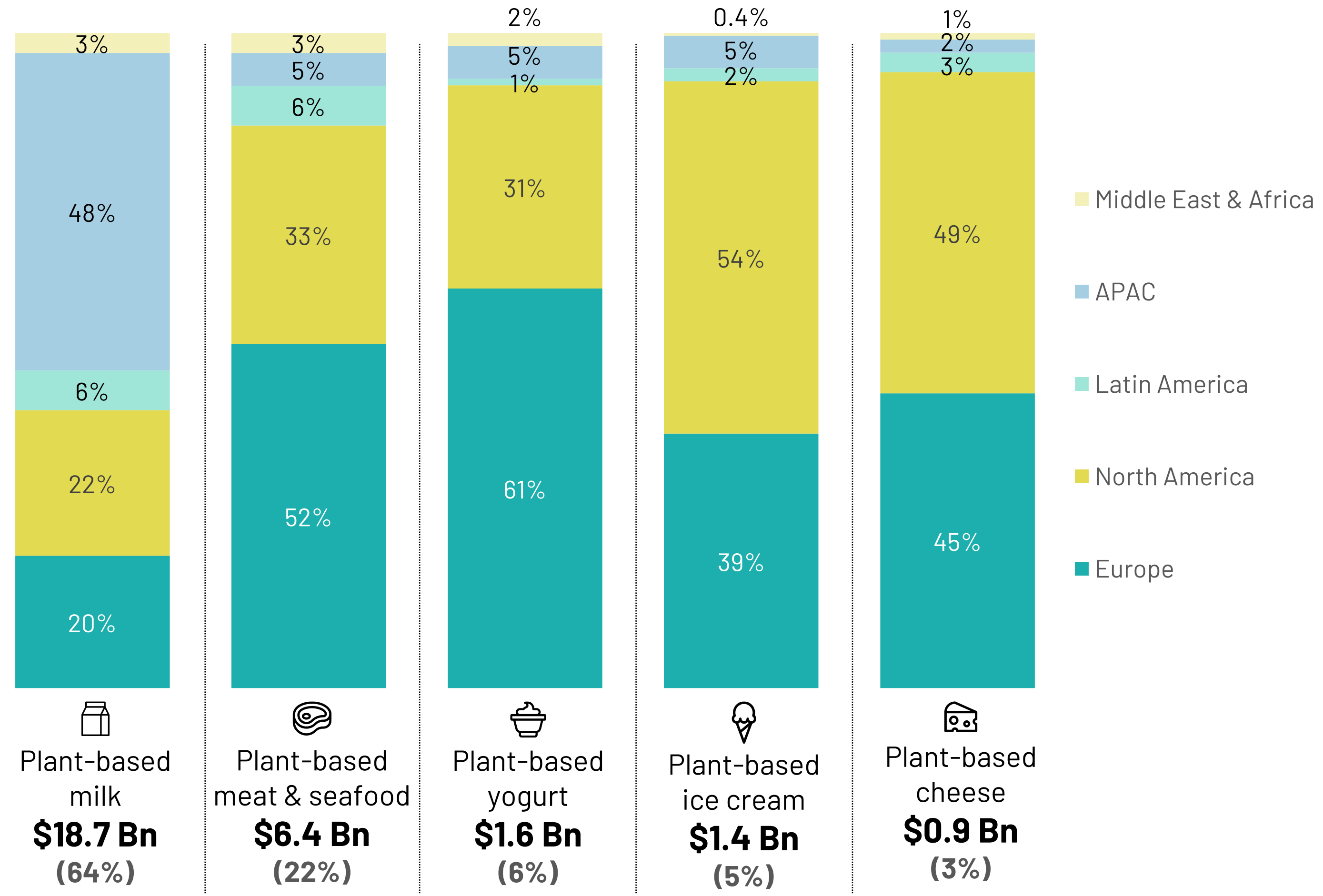
* Yangyuan



Base: $29 Billion

Source: GFI 2023 State of the Industry
Note: Market sizing has been conducted based on retail sales.
Inclusions: Plant-based meat, seafood, milk, yogurt, ice cream, and cheese.
Exclusions: Plant-based eggs.

APAC leads the Plant-based milk market, while Europe dominates the Plant-based meat and seafood categories

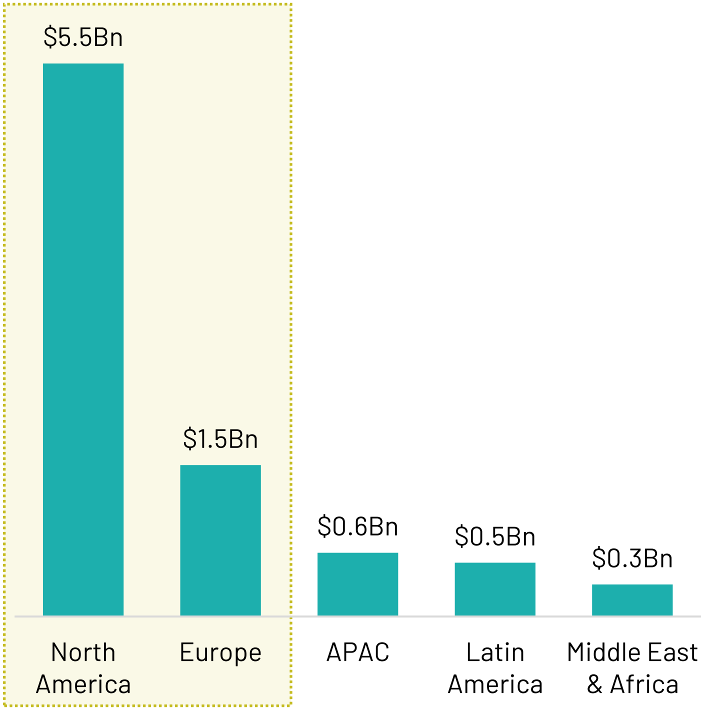


Source: GFI 2023 State of the Industry
Note: Market sizing has been conducted based on retail sales.
Inclusions: Plant-based meat, seafood, milk, yogurt, ice cream, and cheese.
Exclusions: Plant-based eggs.

Governments such as Canada, Denmark, Germany, and China are increasingly allocating funds to Plant-based research

Values in $ Billion

Investments in Plant-based Companies by Region, CY 14 – CY 23



82% of investments in plant-based foods is concentrated in North America & Europe

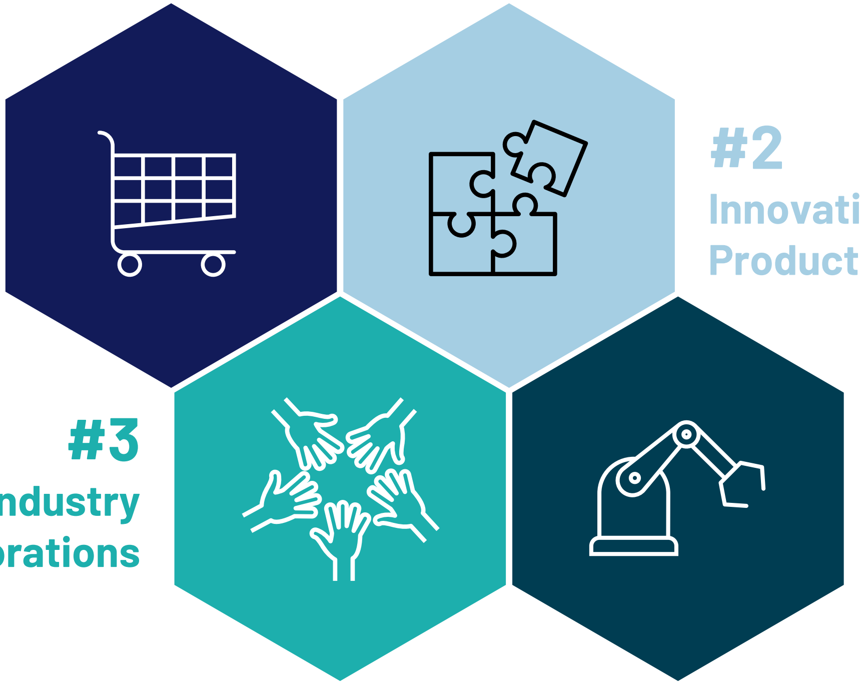
- In North America, Canada is leading in investments, renewing funding for the Protein Industries Canada (supercluster of companies and research institutions) in 2023 with $110 million for another five years. This brings total funding to $260 million from 2018 to 2028.

- In Europe, Denmark and Germany have made significant commitments to alternative protein research and commercialization.
- Denmark launched the world's first National Action Plan for plant-based foods, following its $195 million Plant Foundation Fund. The fund's first round saw overwhelming interest, with over 100 applications from industry, startups, and research centers.
- Meanwhile, Germany announced $41 million in federal funding for 2024 to support sustainable protein transition, focusing on innovation in alternative protein production, enhancing nutritional value.

- China is funding plant-based meat to cut emissions. In 2023, it opened its first alternative protein center in Beijing with an investment of ~$10.9 million.

Source: GFI 2023 State of the Industry

A strong focus on innovation and collaboration is driving the industry forward, making Plant-based options more accessible, appealing, and aligned to consumer expectations



#1
Mainstream Adoption

#2
Innovation in Product Development

#3
Cross-Industry Collaborations

#4
Latest Technology

These advancements aim to enhance product quality, expand market reach, and accelerate the shift toward sustainable food choices

Plant-based foods are moving from niche markets to mainstream grocery stores and restaurants, increasing consumer accessibility

Retailers

Eroski, Spain-based supermarket chain launched plant-based range in Spain

JUMBO, one of the largest retailers in Chile launched new Notcheese products

Albertsons, U.S. grocery chain, expanded label Open Nature brand with 12 new plant-based foods

German budget retailer Aldi expanded offerings to >1,000 plant-based foods

Amazon Fresh, launched a plant-based private label line with 15 products

Restaurant Chains

Burger King in Norway went entirely plant-based for a month

Subway in Northern Europe now features plant-based beef slices in their Plant-based Steak Sub

Taco Bell UK launched a plant-based seasoned beef product at 132 locations

Fast-casual chain, Smashburger to offer a jackfruit burger partnering with Jackfruit-based meat producer Jack & Annie's

Starbucks Malaysia launched plant-based sandwiches in partnership with Green Rebel Foods

Non-Traditional Foodservice Establishments

NY City's public hospitals began serving plant-based meals for inpatients

Movie theater chain, AMC Theaters now featuring a plant-based foods made by Dr. Praeger's products

German airline Eurowings Discover offering Beyond meat's into their in-flight menu

Germany's train service, Deutsche Bahn, continued their plant-forward approach with new products

Heura, plant-based producer in Spain, collaborated with >450 schools for school lunch menus

Companies are enhancing the taste, texture, and nutrition of Plant-based foods through new product innovations

New Formats & Product Types

Juicy Marbles Unveils the World's First Plant-based Ribs with Edible Bones

Foody's & Cocuus: Introduced 3D-printed plant-based bacon in Carrefour in Spain

Crafty Counter launched egg-free hard-boiled WunderEggs made with cashews, almonds etc.

South Korea's UNLImeat announced the launch of plant-based tuna made from soya.

Nature's Fynd has developed the world's first yogurt made from fungi

Frozen & Ready-to-Eat Expansion

Konscious Foods: Introduced a frozen plant-based sushi range

Daring Foods: Released a new line of frozen entrees featuring plant-based chicken teriyaki etc.

Vivera: Introduced ready-to-eat protein Bites in flavors e.g.,Tex Mex and Garden Greens

Daiya: Launched an improved frozen pizza line with a new oat-based cheese blend

Nestlé introduces India's first-ever frozen Maggi plant-based offering

Emerging Focus on Nutrition & Certification

Impossible Foods: Launched Impossible Beef Lite with 75% less saturated fat than conventional beef

Beyond meat's Beyond Steak received certification from the American Heart Association

Lightlife Foods reformulated their products to promote clean ingredients, simple processes,

Oatly's oat milk received a certification from the Non-GMO Project providing consumers with greater transparency

Daiya reformulated its cheese using oat cream to enhance its nutritional profile

Cross-industry collaborations drive innovation, as companies partner to create new products, scale production, and expand distribution, fueling growth through shared expertise and resources

Product Development

CP Kelco and Chr. Hansen have collaborated to create a shelf-stable, plant-based yogurt

SimpliiGood and Haifa Group are collaborating to develop spirulina-based products, using spirulina as an alternative to traditional ingredients such as eggs and gluten.

Nepra Foods & a U.S. bread company are developing gluten-free bread with plant-based eggs

Schouten Europe & Grassa are developing alternative protein products from grass protein

Ingredient -Focused

Ready Burger and Givaudan partner to enhance vegan burgers with PrimeLock+ technology, reducing fat content.

Nepra Foods and Scoular collaborate on innovative plant-based ingredients for allergen-friendly and gluten-free food.

Protein Industries Canada (PIC): a super-cluster of stakeholders to advance plant-based protein ingredients from crops to market.

Amfora and McClintock partner to improve protein content and yields of soya varieties.

Research & Development

Hunch Ventures and Earth First Food Ventures are collaborating on a Net-Zero Food Innovation project, aiming to develop solutions that minimize impact

Group public and private entities from Netherlands is working to identify food safety and quality risks in plant-based foods.

Protein Industries Canada and Wageningen University are supporting R&D in alternative proteins.

Food Systems Innovations and Noa Weiss are launching an Artificial intelligence (AI) tool designed to optimize plant-based proteins.

Scaling & Distribution

Fresh Del Monte and Vertage collaborate to scale plant-based cheese production.

DUG and Haofood are collaborating to introduce and expand their plant-based milk brand into the Chinese market, tapping into the growing demand for dairy alternatives.

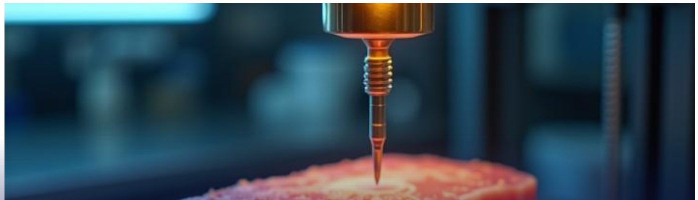
Vgarden and MCT Dairies join forces to introduce plant-based foods in the U.S.

PURIS teams up with Palmer Holland to broaden the distribution of pea ingredients.

Emerging food technologies such as 3D printing, Artificial Intelligence, and Machine Learning are transforming food production, enhancing efficiency, customization, and sustainability

Fermentation Technology

The process where microorganisms such as yeast and bacteria are used to convert raw ingredients into food products with enhanced flavor, texture, and nutrition. Oshi and The Better Meat Co. are using fermentation to develop hybrid salmon, blending plant-based and fermented components for realistic taste and texture.



3D Food Printing

It is a technology that uses additive manufacturing to create food by layering ingredients based on digital models, offering customized shapes and textures. Revo Foods, Steakholder Foods, Redefine Meat, Foody's, and SavorEat are using 3D printing to create plant-based meat products, including innovative hybrids such as Plant-myco salmon & plant-based eel.

Artificial Intelligence (AI) / Machine Learning (ML)

Artificial intelligence and Machine learning are used to optimize food production processes, enhance supply chains, and predict consumer preferences. Climax Foods, NotCo, Protein Industries Canada, and Food System Innovations are leveraging it to optimize the flavor, texture, and nutrition of plant-based foods.

Extrusion Technology

Extrusion technology forces food ingredients through a mold to create specific shapes, textures, and sizes, often used in snacks and plant-based meat products. Companies e.g., Clextral and Rival Foods use advanced extrusion technology to enhance the texture and scalability of plant-based meat, giving it a more realistic feel.

02

INDIA PLANT-BASED FOODS INDUSTRY

The Plant-based foods industry has expanded since 2015, driven by homegrown startups, the formation of PBFAI, and rising consumer awareness

Pre-2010

Early Awareness Phase

- **Traditional Roots:** India's history of plant-based diets driven by cultural, religious, and regional preferences (Hinduism, Jainism, Buddhism).
- **Focus:** Lentils, pulses, grains, and soya-based products were staples, but limited commercial plant-based alternatives.

2010–2015

Entry of Global Influence

- **Rise of Global Vegan Trends:** Global plant-based movement starts influencing urban Indian consumers.
- **Early Market Entrants:** Soya milk and tofu begin appearing in metros
- **Growth Of Gourmet & Health Food Chains** (e.g., Nature's Basket, Foodhall) that stock imported vegan products alongside domestic offerings.

2016–2019

Growth of Domestic Startups

- **Emergence of Homegrown Brands:** Startups e.g., GoodDot, and Urban Platter enter the market.
- **Product Diversification:** Introduction of plant-based meats, almond, and oat milk, vegan cheeses, etc.
- **Slight shift in Consumer Perception:** Rise in awareness around sustainability, and ethical eating.

2020–2024

Acceleration Phase

Market Estimates 2024: ₹ 300 Cr

- **COVID-19 Impact:** Rising health awareness fuels dairy-led growth surge
- **Formation of PBFIA (2021):** To support & promote the sector.
- **Regulatory Developments (2022):** FSSAI issued Vegan Foods Regulations, setting food labeling requirements.
- **Increased Availability:** In supermarkets, select restaurants, and quick-commerce, driven by startups tailoring to Indian tastes.

Source: Ipsos Analysis

Plant-based foods are set to be woven into everyday meals and snacks, attracting a wider audience beyond vegans

Future :2025-2035

Transformation Phase

Surge in Plant-based Protein demand: A Transformative Trend

- Growing health consciousness and awareness of plant-based foods
- Plant-based protein powders and bars are gaining wider acceptance among consumers

Research and Development (R&D) efforts are expanding

- The use of plant-based proteins in biscuits, idli-dosa batter, and other snacks.
- Research on plant-based beverages, such as sesame, millet, and more, is gaining momentum.

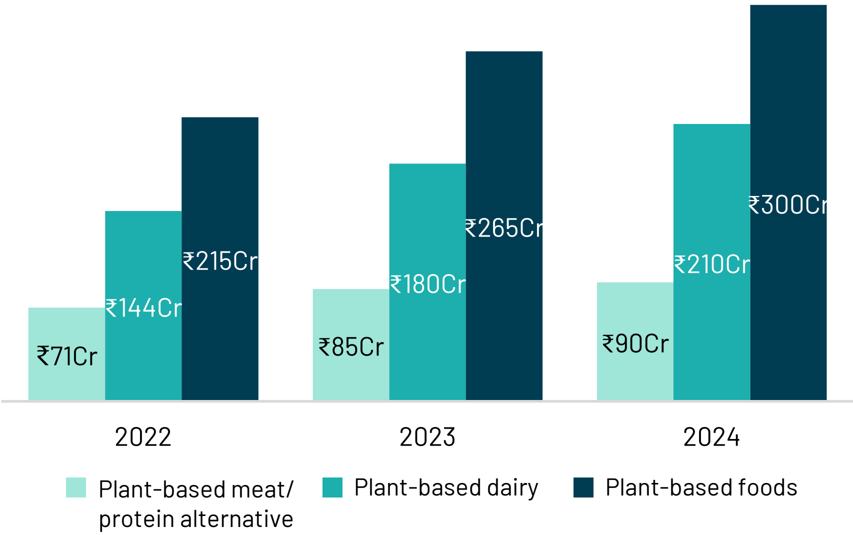
Transforming Dining & QSR: The Rise of Plant-based Innovation on Menus

- Dining establishments and quick-service restaurants (QSRs) are embracing plant-based innovation by incorporating more plant-based foods and beverages into their menus
- Vegan Options Surge: There's a notable rise in the number of vegan restaurants and food outlets

India's plant-based foods industry has the potential to reach ₹ 5,500 crore by 2034

Source: Ipsos Analysis

The Plant-based foods industry has grown at an 18% CAGR from 2022-2024, riding on the growth of Plant-based dairy in India



- Plant-based dairy industry is growing well year-on-year basis with high acceptance among consumers and growing awareness for
  - Lactose intolerance
  - Gut and other digestive issues
- **Leading players in the plant-based dairy registered well above 20% growth rate in FY 2024**
- The plant-based meat/protein alternative sector experienced notable growth in FY 2022 and 2023; however, growth plateaued in FY 2024.
- Leading players in the plant-based meat/protein alternative industry reported single-digit growth or experienced a decline in FY 2024

Growth rate 2022-2024

Plant-based foods

18%

Plant-based meat/ protein alternative

13%

Plant-based dairy

21%

"A key challenge in the industry is the lack of VC/PE funding. Most startups are bootstrapped. While we've secured $5 million in seed funding and $2 million in pre-seed funding, most of the amount has been deployed in setting up the production infrastructure. A lot more capital is required to drive the necessary education and awareness in this industry. Thus, we are utilizing innovative and capital-efficient methods to drive awareness."

Abhishek Sinha

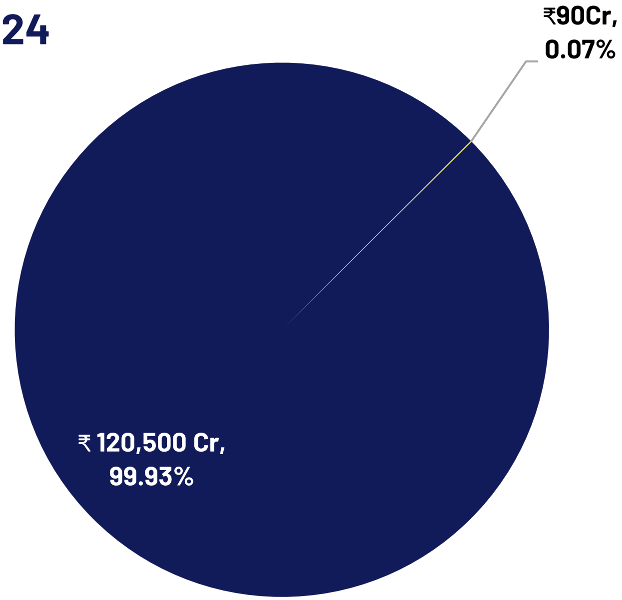
GoodDot

Source: Ipsos Analysis, Primary Research

The market penetration of the Plant-based foods industry currently accounts for 0.07% and 0.1% of the traditional meat and dairy sectors respectively

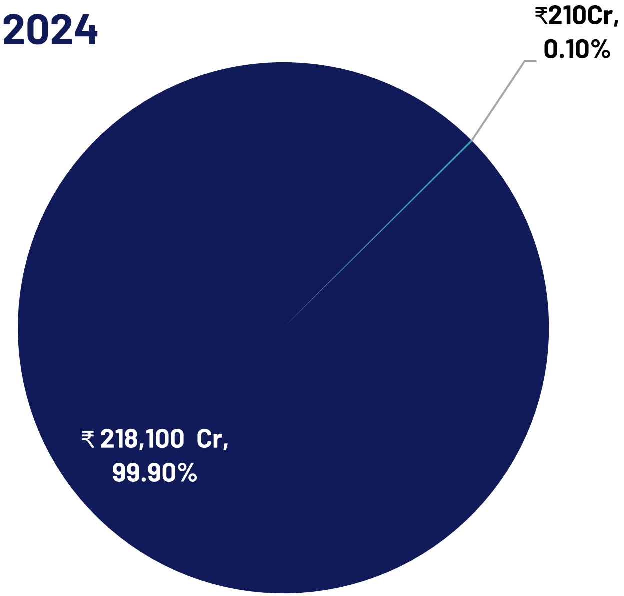
Plant-based **meat/protein alternatives** penetration In Traditional meat market

2024



Plant-based **dairy** penetration In Traditional dairy market

2024



In INR Crs Traditional | Plant-based meat/protein alternative | Plant-based dairy

Source: Ipsos Analysis

Within Plant-based meats, frozen foods dominate the market, and innovations in ambient products are emerging to address challenges in the supply chain

Plant-based meat/protein alternatives share by food type:

FY 2024: ₹ 90 Crs

Frozen Plant-based:

70%-75%

(~ ₹ 65 Crs)

Ambient Plant-based:

25%-30%

(~ ₹ 25 Crs)

"Our primary focus is on ambient products, as we aim to capture the growing export market"

Sairaj Dhond
Wakao Foods

Source: Ipsos Analysis, Primary Research

Soya milk remains the top Plant-based beverage, while oat milk is rapidly gaining traction

Plant-based dairy share by beverage type FY 2024: ₹ 210 Crs

Mirroring the U.S. plant-based dairy boom, India's market is thriving, with brands e.g., **Hershey, So Good, and Raw Pressery** leading the charge in this dynamic evolution.

High market penetration is expected through its ability to closely replicate the taste of traditional dairy products

Soya milk (Market Share)	**45%**	₹95Cr
Almond milk (Market Share)	**31%**	₹65Cr
Oat milk (Market Share)	**12%**	₹25Cr
Other Products (cheese/yogurt/etc.)	**12%**	₹25Cr
New Product	**Millet milk**	

"Oat beverages are the newest entrant in this segment, showing promising growth potential"

Rohit Bhagat
So Good

"The plant-based market in India is experiencing significant growth. We've scaled from producing just 1000 liters a month to now reaching over 1.5 lakh liters monthly."

Vikas Patil
Mirtillo

Source: Ipsos Analysis, Primary Research

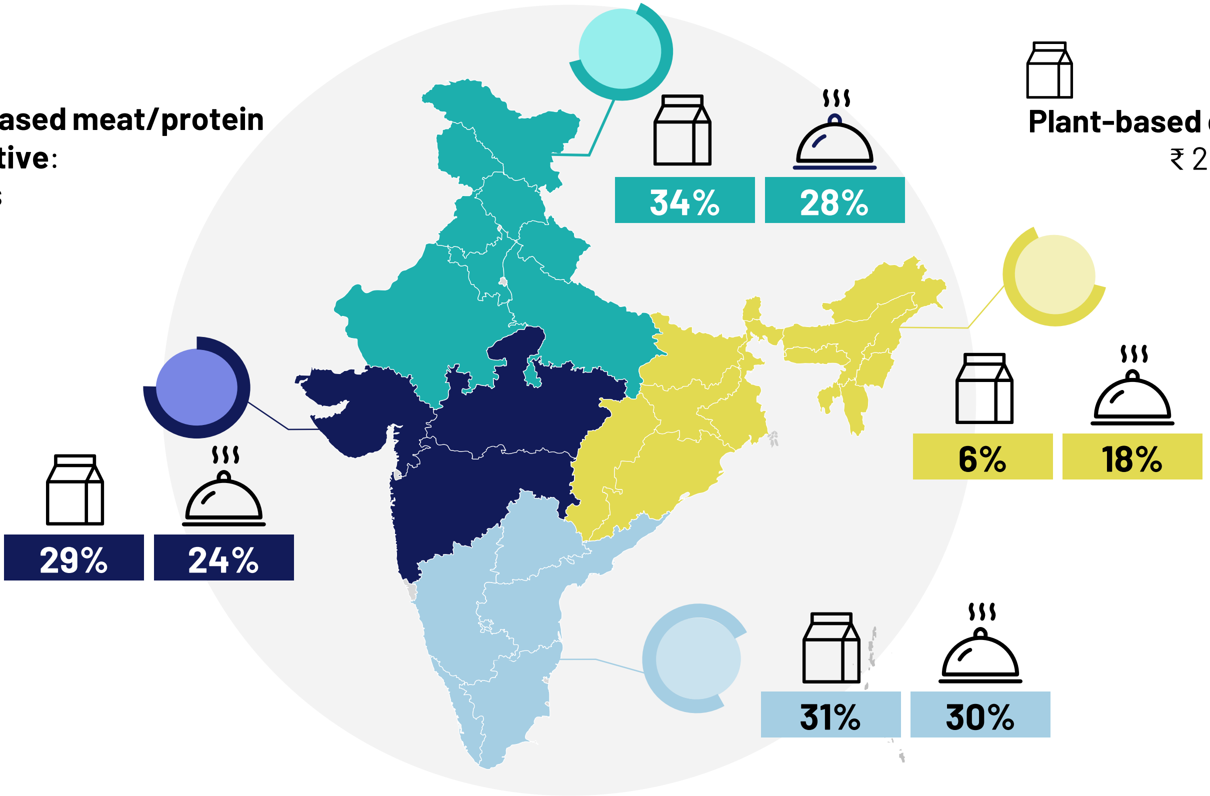
Southern region leads the Plant-based revolution

The Southern region, characterized by a higher non-vegetarian population, has demonstrated a pronounced inclination toward plant-based meat/protein alternatives.

The Northern region, known for Its substantial dairy consumption exhibits a stronger preference for dairy alternatives

Plant-based meat/protein alternative:
₹ 90 Crs

Plant-based dairy:
₹ 210 Crs

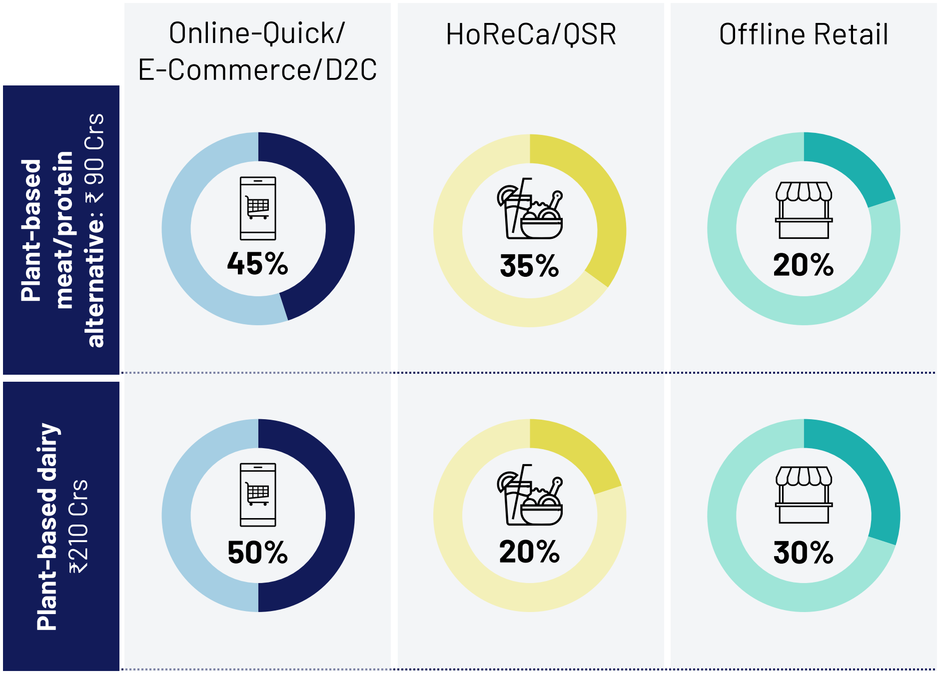


"We've observed strong customer acceptance, particularly in the Southern and Eastern markets, indicating promising regional growth potential. Interestingly, these are areas with the highest meat consumption".

Abhishek Sinha, *GoodDot*

Source: Ipsos Analysis, Primary Research

E-commerce platforms and D2C have emerged as dominant sales channels for Plant-based foods, driving accessibility and consumer engagement



- Plant-based barista milk is well-accepted in the HoReCa sector for coffee applications.
- India exhibits an occasional consumption pattern for non-vegetarian food.
  - **The Quick Service Restaurant (QSR) and HoReCa sectors present significant opportunities for the growth of plant-based meat/protein alternatives**

"The growth segments for plant-based foods are Quick Service Restaurants (QSR) and the HoReCa sector."

Siddharth Subramanian
Hello Tempayy

Source: Ipsos Analysis, Primary Research

03

DECODING THE INDIAN CONSUMER

Key Consumer Insights

#1 Increasing focus on preventive health and self-care, where eating right is considered important for good health

#2 Plant-based eating is seen as synonymous with vegetarianism.

#3 Familiarity and adoption of plant-based dairy is greater than plant-based meat.

#4 Only 7-8% of plant-based milk users consume it daily.

#5 Motivations: 1-in-3 choose plant-based dairy and meat products for their nutritional advantages

#6 Affordability, availability, and lack of appeal among family members are key concerns.

#7 63% purchase through the online channel

#8 High satisfaction levels among plant-based dairy users, esp. for almond milk

#9 51% plan to increase consumption of plant-based dairy

#10 Barriers: lack of relevance, affordability, and taste are key reasons for currently not using plant-based meat/ dairy

#1 Increasing focus on preventive health and self-care, where eating right is considered important for good health

Health is #1 Rank

Among 9 Ipsos Global Trends (for India)

Indicating a high focus on physical and mental well being and taking care of self

Mindful Eating

is one of the top contributors to good health

Sleeping required hours	61%
Mindful eating	60%
Spending quality time with family	57%
Exercising regularly	54%
Managing stress well	48%

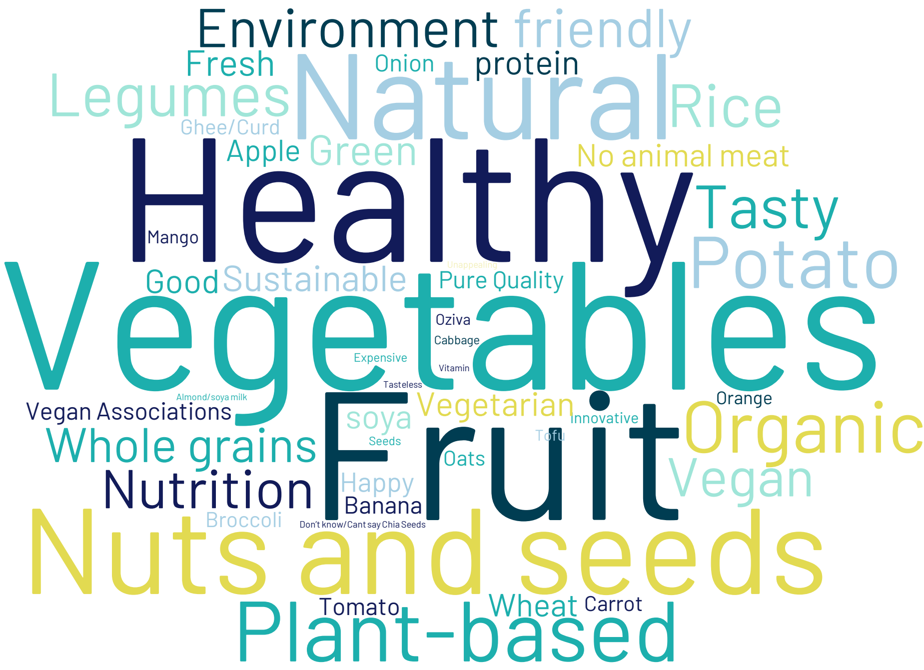
Source: Ipsos Self Care Survey, 2024

#2 Plant-based eating is seen as synonymous with vegetarianism in India

The term "Plant-based foods" is strongly associated with vegetarian food in the minds of consumers, reflecting a clear connection between the two concepts

What associations come to your mind with the word:

"PLANT-BASED FOODS"



Source: Ipsos Survey among 1000 NCCS A Indians aged 18-60 yrs in Top 8 metros (run on Ipsos- Crownit panel)

#2 Plant-based foods and veganism in India are still emerging concepts, unlike in the more established US market

>10X

Mentions of Veganism or Plant-based on Social Media in US vs. India

- **Plant-based milk leads discussions**: It trends more than other plant-based food categories such as meat and eggs, indicating stronger consumer interest.
- **Cooking with Plant-based milk**: Tips and tricks are being actively discussed, helping consumers integrate it into their diets.
- **Curiosity about Plant-based foods**: There is growing interest in the category, signaling potential for increased adoption.
- **Veganism as a trend**: The concept is gaining attention as a new lifestyle movement, primarily driven by influencers, nutritionists, and health coaches.
- **Rebranding of vegetarian food**: Traditional vegetarian dishes are increasingly labeled as vegan, leveraging the trend's rising popularity.

"Given the inherent cultural associations, the term vegan and plant-based are very closely associated with vegetarianism in India. ."

Ashwini Sirsikar
Group Service Line Leader,
Ipsos UU and SIA,
Ipsos India

Source: Ipsos Synthesio – Social Listening Tool

#3 Familiarity and adoption of Plant-based dairy surpass that of Plant-based meat

Plant-based dairy

48.9% of households are familiar with plant-based dairy

Of the households who are familiar, 23% of them have tried plant-based dairy

Plant-based meat

27.5% of households are familiar with plant-based meat

Of the households who are familiar, 11% of them have tried plant-based meat

Plant-based dairy sees high familiarity among Indians, with ~49% expressing to be slightly, somewhat, moderately, or extremely familiar with the term. Among those who are familiar, 23% have tried it.

On the other hand, only 27.5% are familiar with plant-based meat. Of those familiar, 11% have tried. This indicates lower familiarity and adoption of this category as compared to plant-based dairy.

Interestingly, of the households who have tried plant-based dairy, 10% of them have also purchased plant-based meat. This indicates that plant-based dairy is the strongest entry point into the consumer's household. Once consumers try plant-based dairy, they experiment with other products within the plant-based category.

Source: GFI India Study on Awareness, Trial and Purchase Behaviour – Plant-based meat and dairy, India (December 2023)

#4 Use of Plant-based milk remains limited daily, with only 7-8% of users consuming it daily

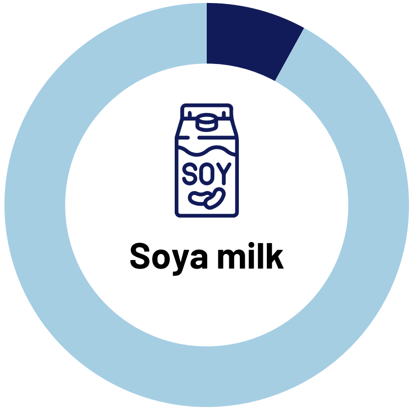
Frequency of usage

62% Use daily

Users: 112

7% Use daily

Users: 75



8% Use daily

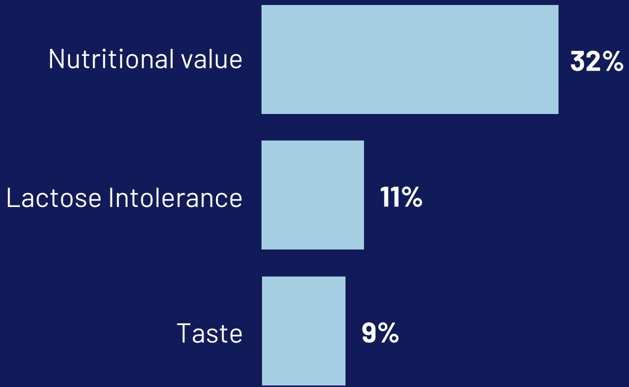
Users: 61

Despite growing interest in plant-based alternatives, their consumption is still relatively low, reflecting the deep-rooted preference for traditional dairy in the country.

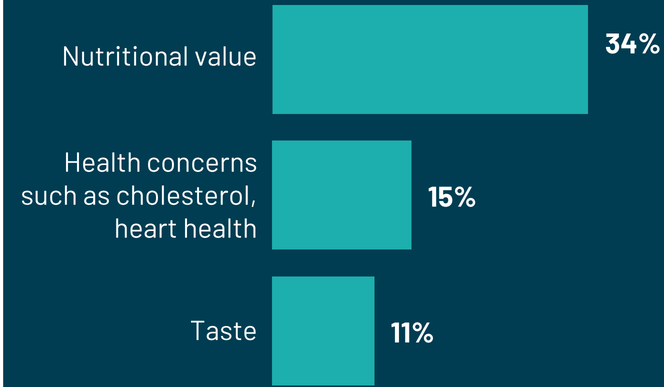
Source: Ipsos Survey 2025 among 220 Plant-based foods consumers

#5 Triggers to usage : 1-in-3 choose Plant-based dairy and meat products for their nutritional advantages

Top 3 reasons for consuming
plant-based dairy



Top 3 reasons for consuming
plant-based meat



Source: Ipsos Survey 2025 among 220 plant - based food consumers

#6 Top concerns among Plant-based foods consumers are around affordability, availability, and appeal among family members

Top 3 concerns related to plant-based foods

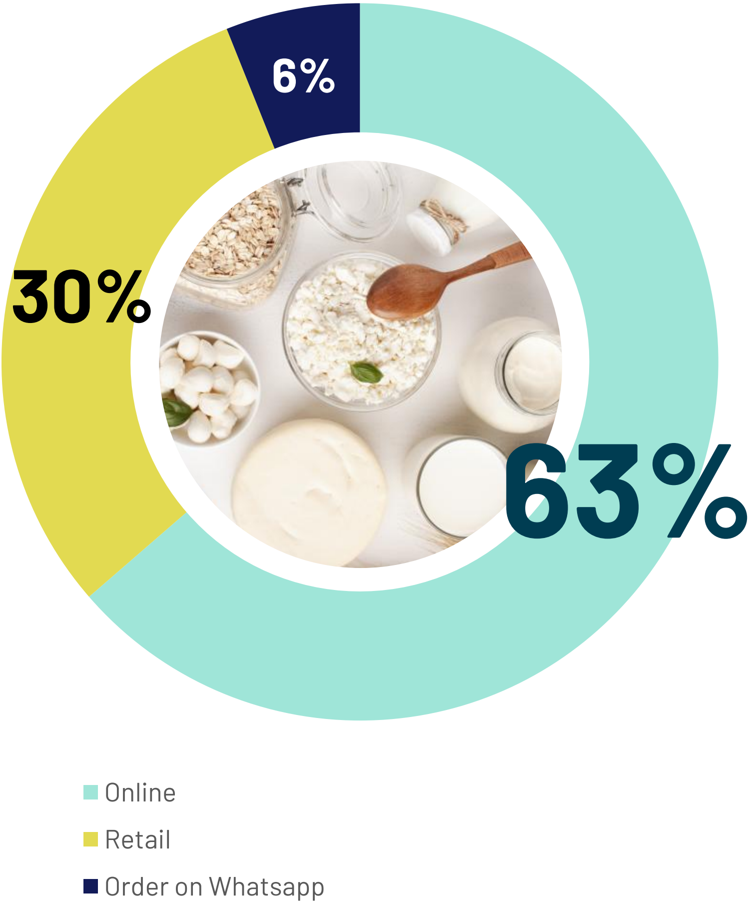
Rank	Concern	Plant-based dairy	Plant-based meat
1	Expensive	37%	31%
2	Not Available Easily	35%	33%
3	Not liked by all members of the family	30%	33%

Plant-based meat has lesser appeal among all members of the family. One-third of plant-based meat users mention this as a concern. Product innovations to make the food more versatile for consumption by all family members can help in increasing adoption.

Source: Ipsos Survey 2025 among 220 Plant-based foods consumers

#7 Majority of purchase is through the online channel

Usual Purchase Channel



Given the ease and convenience of ordering online, and due to factors, such as busy lifestyles, wider product availability online etc., almost
Two-thirds of consumers prefer to purchase through the online channel.

Building visibility and running targeted advertising on the E-commerce/Q-commerce platforms will be key.

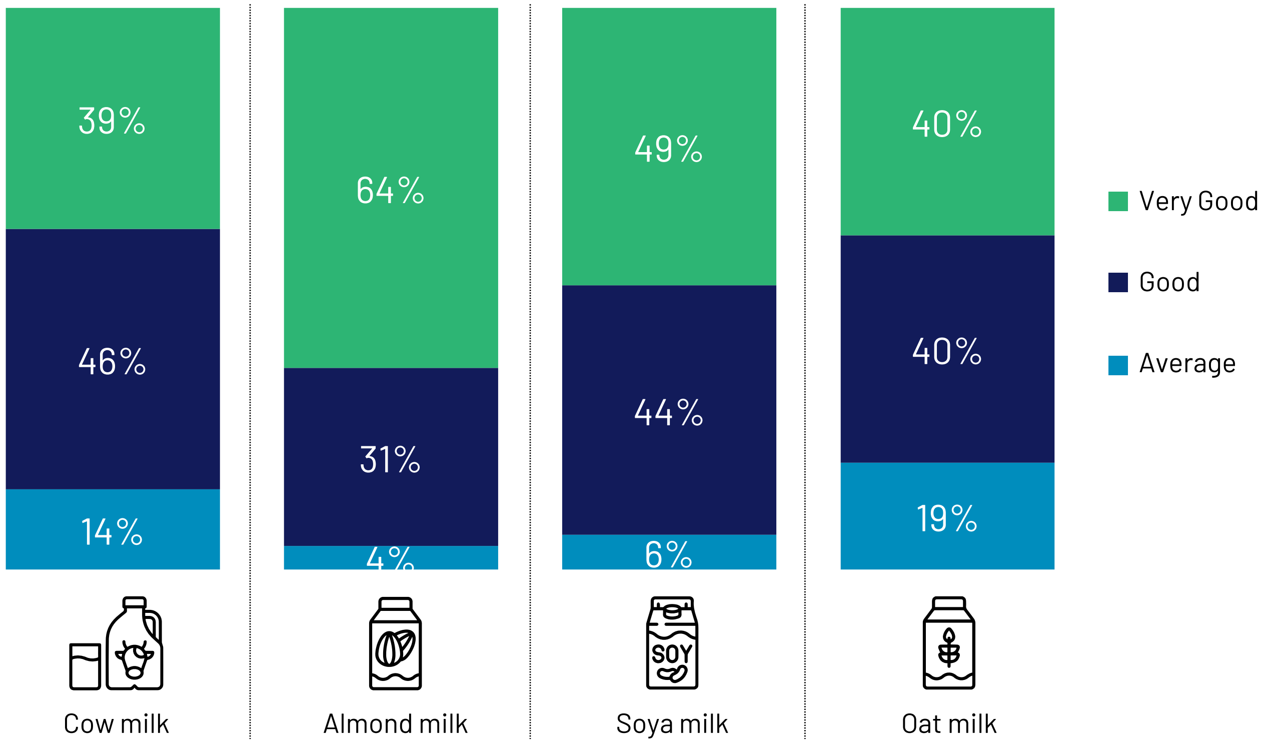
“Usually purchase soya milk from the supermarket nearby, as part of regular grocery shopping. When needed during the week, we can also order online through any of the Q-commerce apps"

Female user
Delhi

Source: Ipsos Survey 2025 among 220 Plant-based foods consumers

#8 Consumers are highly satisfied with almond milk as compared to other Plant-based milk products

Rating of product used

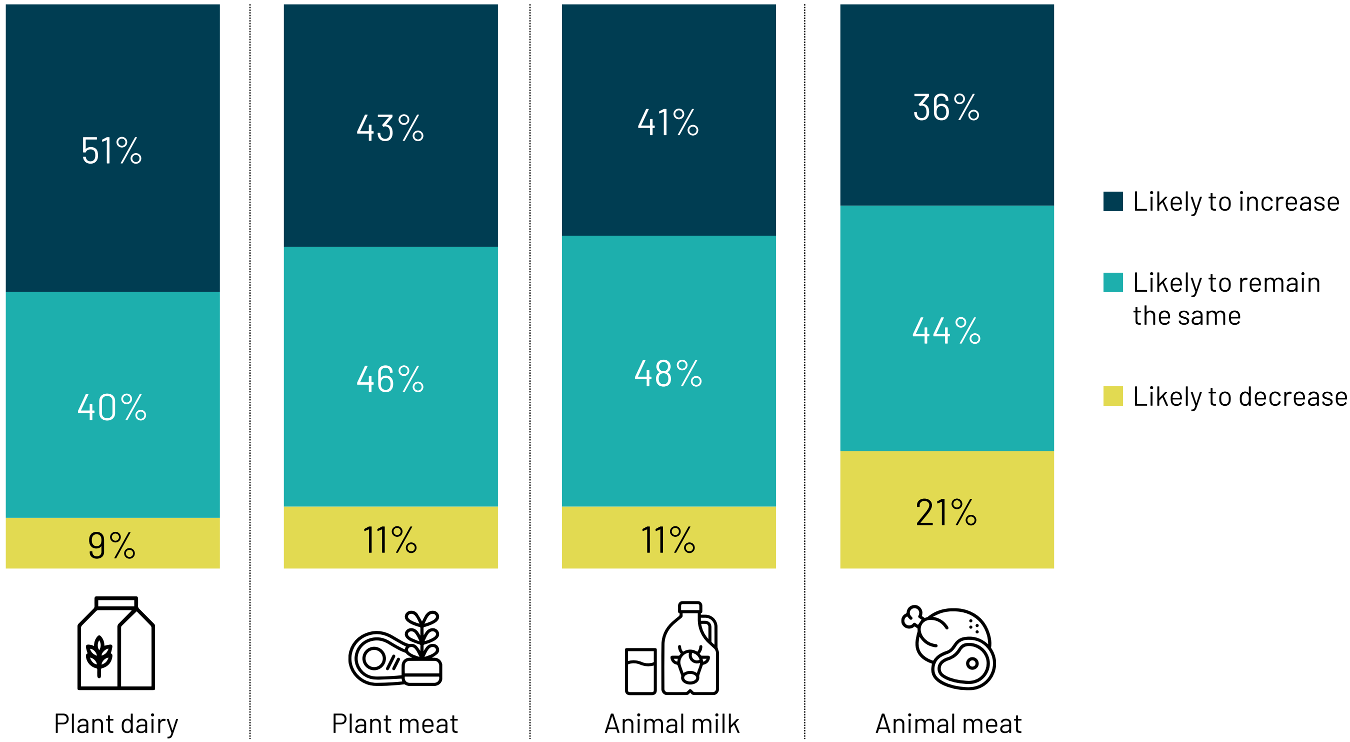


64% of almond milk users rate the product as very good. This high satisfaction among almond milk users indicates a positive outlook for the category. Brands should prioritize flavor profiles that appeal to a broad consumer base. Given almond milk's higher appeal compared to soya and oat milk, brands can leverage this opportunity to attract more consumers.

Source: Ipsos Survey 2025 among 220 Plant-based foods consumers

#9 High intention to purchase Plant-based dairy, with 51% planning to increase consumption in the future

Likely intention over next 6-12 months



51% plan to increase consumption of plant-based dairy over the next few months, indicating a positive future outlook. In comparison, 41% plan to increase consumption of plant-based meat, and 21% mention that they would decrease consumption of animal meat over time. This indicates a positive future intention for the category. Marketers can tap into this opportunity by addressing current consumer concerns.

Source: Ipsos Survey 2025 among 220 Plant-based foods consumers

#10 Lack of relevance, affordability and taste are key reasons for currently not using Plant-based meat and dairy

Top barriers related to plant-based foods

Not needed, only for people with health concerns

Expensive

Taste and texture is not good

Not aware of these products

Source: Ipsos Survey 2025 (among those who have not consumed in last 3 months)

Consumer Speak: Users at a Glance


	Plant-based meat consumer	Plant-based dairy consumer
Motivation to use	Low immunity, doctor recommended a high protein diet – hence started eating soya regularly	For skin problems, the doctor advised me to shift to a vegan diet – hence started incorporating soya milk into the diet.
Consumption Pattern	Consumed by self and kids 2-3 times a week (husband prefers to eat non – veg meals though)	Slowly replace regular milk with soya milk in regular usage. Consumed by self and kids 2-3 times a week. Less tasty, so taking time to replace
Benefits	High in fiber and protein, less fat (doctor advice + Google search)	Helps with cholesterol/ BP/ Diabetes (doctor advice) hence getting entire family to adapt
Purchase	Purchased from Supermarket (Modern Trade outlet) as part of regular grocery shopping	Purchased from nearby market once a week (multiple packs purchased for the week's stock)
Consumer Speak	*"I love eating soya, prepare it as a side dish to my meals. I don't like to eat non – vegetarian, and hence this is my choice of protein"*	*"soya milk has a bland taste. Slowly cultivating the habit given the health benefits. Don't mind the additional cost, as we save on medical expenses"*

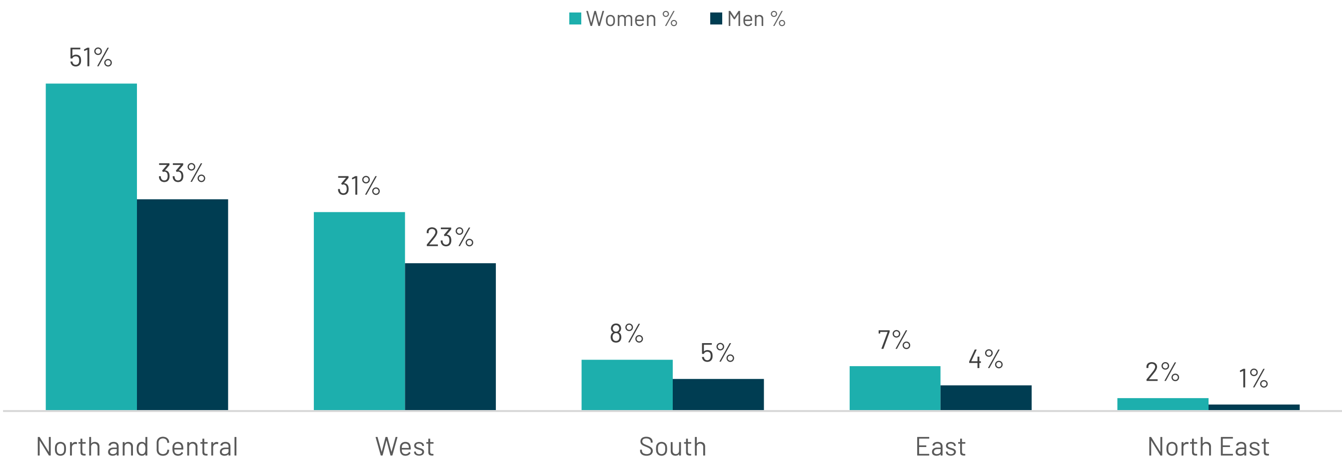
04

INDIA'S POTENTIAL OPPORTUNITY OUTLOOK

The 300 million+ vegetarian populace provides a strong foundation for the growth of the nutrition rich Plant-based foods market

Vegetarianism is widely prevalent in North and Central India

% of women and men who said they never consume chicken, fish or meat



"Our promotion strategy emphasizes the veg protein messaging, intentionally moving away from the traditional 'plant meat' naming to appeal to a broader audience."

Abhishek Sinha
GoodDot

"India's predominantly vegetarian food culture offers a unique advantage. The diverse culinary landscape naturally supports the integration of plant-based foods, making it an exciting market for innovation in this segment."

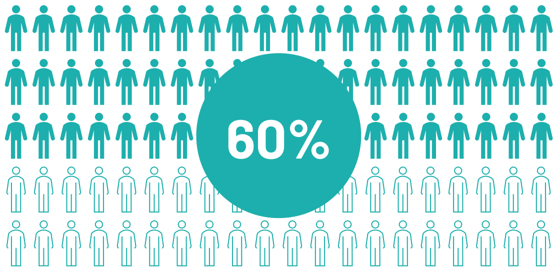
Raja Chakraborty
Greenbird

Source: National Family Health Survey 2019-2021, Primary Research

Many Indians are turning to Plant-based foods as a solution to address concerns such as digestive health, obesity, and chronic diseases

A significant portion of the Indian population is lactose intolerant and awareness is increasing

Lactose Intolerant (% of Population)



Lactose intolerant people

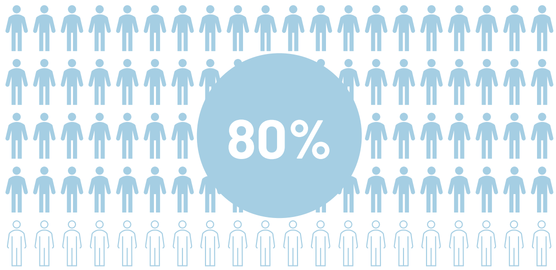
People who can tolerate lactose without any problems

"Plant-based beverages are not merely dairy alternatives; they are new products designed to address the needs of consumers with lactose intolerance and digestion issues, offering high growth potential."

Vikas Patil
Mirtillo

India has lower protein intake compared to global average

Protein Deficient (% of Adult Population)



Protein deficient people

People with adequate protein intake

"Protein deficiency remains a significant challenge across India. Plant-based protein supplements offer a great solution to address this gap in the market."

C S Jadhav
Nutricircle

Source: World Population Review (Lactose Intolerance by Country 2024), protein Consumption in the Diet of adult Indians Survey

Brands are focusing on nutrition (protein content), taste, and minimally processed, clean-label foods to meet current market demands

Plant-based meat/protein alternative

> “Product innovation is the driving force in this industry. Continuous development of exciting and Indian palette relevant products is essential to capture consumer interest and meet evolving demands..”
>
> ***Varun Gadodia***
> *Prot Foods*

- **Strategic Product Transition**
  Companies are shifting their focus from meat alternatives to protein-rich, nutritious food offerings to appeal to a broader consumer base.
- **Expansion into the Ambient Food Category**
  To drive growth in export markets and tier 1 and 2, businesses are increasingly prioritizing ambient-based food products over frozen alternatives.
- **Emphasis on Clean-Label Products**
  The market is witnessing a surge in demand for minimally processed, raw, and whole-food-based plant-based alternatives.

Source: Ipsos Analysis, Primary Research

Plant-based dairy brands are emphasizing product innovation, affordability, clean labeling, and HoReCa solutions to meet the needs of the growing health-conscious population

"Doctors and dieticians play a crucial role in creating awareness about the benefits of plant-based milk and beverages, influencing consumer choices significantly."

Rohit Bhagat
So Good

- **Development of Plant-based Barista milk**
  There is a growing emphasis on plant-based barista milk formulations tailored for cappuccinos and other coffee preparations.
- **Product Innovation in Dairy Alternatives**
  The introduction of millet milk marks a significant advancement, while ongoing research and development (R&D) in sesame milk aims to provide a cost-effective alternative to existing plant-based dairy options.
- **Clean Label**
  Products formulated with minimal or no additives and stabilizers, featuring transparent labeling such as Almond + Water

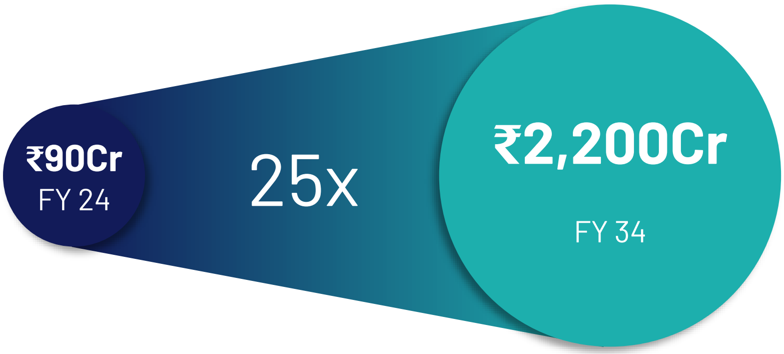
Source: Ipsos Analysis, Primary Research

India's Plant-based meat/ protein alternative industry on the brink of transformation

The plant-based meat/protein alternative market, currently valued at INR 90 crore, has the potential to expand significantly to INR 2,200 crore. This growth will be driven by product innovations that position plant-based meat/protein alternative as a nutritionally rich protein source, advancements in technology to enhance taste, and efforts to improve affordability.

Plant-based meat/protein alternative market potential in India

In INR Crs



"When it comes to taste, Indian brands have outperformed many global counterparts. This alignment with local palette is a significant advantage for the domestic market."

Gaurav Sharma
Greenest

Source: Ipsos Analysis, Primary Research

Penetrate traditional meat market: due to growing health concerns, mortality from ischemic heart disease is 24% lower in vegetarians than in nonvegetarians, highlighting a ***potential to penetrate 0.5% of the traditional meat market, representing a market value of INR 830 crores.***

Tofu penetrating the market fast: Tofu is priced competitively, maintaining a 1:1 ratio with paneer, making it an accessible and viable protein alternative. ***Potential to penetrate 1% of the paneer market, equivalent to INR 1100 crores***

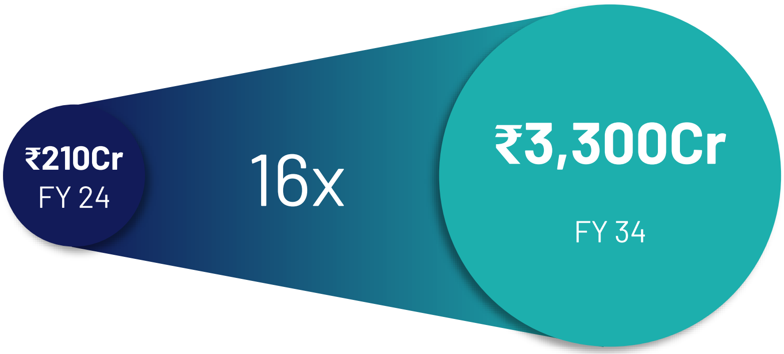
Soya-based products are rapidly gaining shelf space, This shift is set to drive deeper penetration into the soya chunk market, ***Anticipated to secure a 10% market share within the soya chunks category, translating to INR 270 crores.***

The traditional dairy market in India is experiencing a shift due to increasing health concerns, particularly regarding lactose intolerance

With rising consumer awareness, the penetration of plant-based dairy alternatives is projected to reach approximately 1% of the total dairy market, representing an estimated value of INR 3,300 crore "

Plant-based dairy market potential in India

In INR Crs



Dairy products are readily accessible through quick commerce platforms, ensuring convenient consumer reach. Additionally, suppliers have successfully replicated the taste of traditional dairy products, enhancing consumer acceptance of alternatives.

“Currently, the biggest barrier to wider product penetration is pricing. It limits accessibility for a broader audience despite the growing awareness.”

Rohit Bhagat
So Good

Source: Ipsos Analysis, Primary Research

	good dot	Vezlay Quality Vegetarian Foods	BLUE TRIBE	imagine MEATS	SHAKA HARRY – 100% PLANT BASED –
Establishment Year	2016	2010	2019	2020	2021
Company Overview	GoodDot is known for its innovative plant-based meat products that cater to traditional Indian tastes. Their mission is to make plant-based eating accessible and affordable for a wide audience, with a focus on sustainability and humane food choices.	Vezlay is a pioneering Indian company specializing in developing soya-based meat substitutes. They offer a diverse range of products tailored to local culinary preferences, focusing on health and nutrition without compromising on taste.	BlueTribe stands out for its commitment to replicating the taste and texture of meat, providing consumers with an eco-friendly alternative. Their product line is designed to appeal to meat lovers seeking sustainable options without sacrificing flavor.	Imagine meats specializes in the production of an extensive selection of plant-based meat alternatives and snack products. It is dedicated to manufacturing a diverse array of food items that cater to those seeking vegetarian and vegan options, emphasizing sustainable and health-conscious eating choices.	Shaka Harry is a newcomer in the sector, focusing on delivering bold and authentic flavors. They aim to revolutionize the way people perceive plant-based foods by offering an exciting range that are ethical and environmentally friendly.
Food Focus	Ready-to-cook meals tailored to Indian tastes e.g., Unmutton curry, eggless bhurji, pea protein & soya protein noodles etc.	Specializes in ready-to-eat soya-based: mock meat, and vegetarian versions of traditional dishes. e.g., chap, kebab, rogan josh etc.	Ready-to-eat treats are packed with protein, vitamin B12 and essential minerals, made from soya, lentils, legumes, pea protein etc.	Ready-to-eat nuggets, kebabs, sausages and meals	Specializes in healthy versions of traditional dishes, categorized into breakfast essentials, everyday meals & snacks. e.g., Sandwich patties, protein pasta, momos etc.
Funding Received	They have received a total funding of $5.4 million from 28 investors		Funding received from celebrity couple Virat Kohli and Anushka Sharma		MS Dhoni invested in shaka harry after it raised $2 million from Better Bite ventures, Blue Horizon, and Panthera Peak ventures in 2022.
Key Awards / Recognition	Received the trailblazing business award in 2017 from PETA India.	Featured in the Asia book of records and India book of records.	Awarded PETA India's 2022 vegan food award for delicious, plant-based, meat-free chicken nuggets.	Received the PETA Indian Vegan Food Award in 2021	Received the PETA India vegan food award for best vegan meat for its mutton bhuna curry-like dish.

Source: Ipsos Analysis, Primary Research

Key Players In The Industry- Plant-based Dairy

	Life Health Foods	Mirtillo	Raw Pressery	Sofit (Plant-Based Drink)	OATEY
Establishment Year	2009	2015	2013	2012	2021
Company Overview	Life Health Foods India produces So Good, a brand of dairy-free plant-based milks. Originally stemming from the acquisition of Prosoy, a pioneer in soya milk. The company has since launched a variety of flavors and formats.	Mirtillo is a leading third-party manufacturing company specializing in plant-based drinks	Raw Pressery is a well-known Indian brand initially popular for its cold-pressed juices. Later, expanded into the plant-based dairy sector with a focus on clean-label, minimally processed products.	Sofit is a vegan brand from Hershey's that offers plant-based milk alternatives that are free from lactose, gluten, and cholesterol.	OATEY is a startup dedicated to producing oat-based dairy alternatives. Their products are designed to provide a creamy, delicious experience while being environmentally conscious and allergen-friendly.
Food Focus	Offers a diverse range of dairy-free milks, including soya, almond, cashew, and coconut	Oat, almond, soya, millet, and coconut milk & juices.	Offers cold-pressed juices and smoothies to innovative dairy alternatives.	Offers almond milk and soya milk	Focuses on oat-based dairy beverages e.g., kesar badam, real coffee etc.
Funding Received			Total funding of $32.5M.		Received $27.7 K from 6 angel investors. In 2023, celebrity cricketer Ajinkya Rahane has invested.
Key Awards / Recognition	Life Health Foods proudly won 'The Best soya milk' award at the plant-based Foods Industry Association ceremony.		Raw Pressery won the 2017 Coca Cola Golden Spoon Award for 'Best Brand-Retailer Partnership'.	Received PETA Indian Vegan Food Award in 2021	In 2023, OATEY was recognized as a TOP 10 alternative and protein foods provider and received PBFIA awards for its millet-based plant milk alternative.

Source: Ipsos Analysis, Primary Research

05

INDUSTRY ANALYSIS AND STRATEGIC RECOMMENDATIONS

POLICY

1. **High GST (~18%) & Import Basic Custom Duty (>20%):** The high taxation on raw materials e.g., soya protein, pea protein, and finished products increases production costs, making plant-based foods less competitive. (Challenge)
2. **Government Support For Plant-based Foods Sector & Agricultural Growth: The** Government is driving initiatives to support the sector.

- PLISFPI: The Production Linked Incentive Scheme promotes innovation in food processing, benefiting the plant-based sector. (Opportunity)
- Agri Growth Strategies: Goals e.g., establishing 10 lakh FPOs by 2025, the Millet Mission, and high-yielding pulse varieties aim to boost food security and raw material supply for plant-based foods. (Opportunity)

3. **Policy Gap:** While the government is taking steps to support the sector, there remains a lack of industry-specific policies to address standardization, market access, and financial incentives. (Challenge)

Big Announcements In The Budget FY 2025-26 Will Provide Immense Opportunity To The Plant Protein Sector

Agriculture: Announcement of PM Dhan Dhanya Krishi Yojana: "Beej se Bazaar" - Focus on cultivation, storage, and market linkages of high protein crops (Urad, Masoor, and Tur Dals)

Import Duties: Reduction in Basic Custom Duties of Defatted soya flour, soya concentrate, and texturized protein

Startups: Increase in Flow of Funds for Start-ups (FFS) SIDBI through domestic channels reduces reliance on foreign funds.

MSME: 2-2.5X increase from the existing investment and turnover limits, Capital Subsidy, Cheaper Credit Guarantee Schemes (CGS), marketing assistance, and market development for getting the ISO certification.

Import duty on key ingredients of plant-based foods

Description	HSN Code	Basic Custom Duty
Defatted soya Flour	12081000	30%
Soya protein Isolates	35040091	20%
Soya protein Concentrate and texturized protein	21061000	40%
Pea protein Concentrate	35040099	20%
Pea protein Isolates	35040099	20%

GST among plant-based foods

Description	GST
Soya milk drinks, whether or not sweetened or flavor	12%
Almond milk	18%
Other plant-based milk (included in other non-alcoholic beverages)	18%
Plant-based yoghurt, curd, buttermilk	18%
Plant-based egg products (included in 2106, which covers food preparations not elsewhere specified)	12%
Plant-based meat products (prepared from texturized vegetable proteins)	12%
Plant-based butter (under Margarine)	18%
Plant-based fish (prepared from Texturized vegetable proteins)	12%

Source: Ipsos Analysis

Economic

1. **Import Reliance:**
The plant-based foods industry in India depends significantly on imports for key ingredients e.g., soya and pea protein, increasing costs and supply chain vulnerabilities. (Challenge)

2. **Job Creation & Agricultural Growth:**
The sector is set to create up to 320,000 jobs in India by 2030. Additionally, rising demand for protein-rich crops e.g., soya, pea, and mung beans will boost farmer income and support the sector. (Opportunity).

3. **Export Potential:**
The expanding global market for plant-based foods presents lucrative export opportunities, with Indian products offering superior taste and protein quality. (Opportunity)

4. **MSME Growth:**
With over 39 million micro-enterprises registered under Udyam as of March 2024, the strong MSME ecosystem can drive innovation and production in the plant-based sector. (Opportunity)

5. **Trade Relations and Most Favored Nation (MFN) Status**: India's bilateral treaties and Most Favored Nation (MFN) status with the UK, USA, and Europe give it a competitive edge, especially as anti-dumping duties target Chinese products. For, the US has imposed duties of 127% to 626% on pea protein imports from China due to unfair subsidies, while imports from India face lower standard Most Favored Nation (MFN) tariff rates. (Opportunity)

Social

1. **Growing Health Consciousness:**
Growing awareness of issues such as lactose intolerance and protein deficiency, increasing demand for plant-based alternatives. (Opportunity)

2. **Guilt-free Eating:**
Indian consumers generally do not experience guilt related to environmental impact or animal cruelty, which may slow the adoption of plant-based foods. (Challenge)

3. **Changing Demographics And Evolving Dietary Preferences:**
Especially among younger generations, fueling interest in healthier and trend-driven food choices. (Opportunity)

Source: Ipsos Analysis

Environmental

1. **Sustainability & Carbon Reduction:** Plant-based foods offer a significantly more sustainable alternative to animal-based foods, emitting 50% less carbon and using 41%-98% less land and 76%-89% less water. They also significantly reduce greenhouse gas emissions—34% less than fish, 43% less than poultry, and up to 93% less than beef. According to a University of Oxford study, by 2050, vegetarian diets could reduce food-related emissions by 63%, and vegan diets could achieve up to a 70% reduction. (Opportunity)

2. **Shift toward Plant-based diets aligns with India's commitment to achieving Net Zero emissions by 2070, as pledged at COP26.** Promoting plant-based foods not only addresses urgent environmental concerns but also supports India's broader sustainability and climate action goals.

Legal

1. **Allergens Regulations and Labelling:** With the rise of vegan/plant-based foods, clear identification of potential allergens in vegan food is mandatory.

2. **Vegan Certificate Program:** Organizations e.g., The Vegan Society and Vegan Action offer certification that indicates the product is not only plant-based but also meets specific ethical and sustainability standards. (Opportunity)

3. **Lack of Clear Definition for Plant-based Foods:** Currently, the FSSAI does not have a standardized definition for "Plant-based foods" or "Vegan", leading to regulatory ambiguity. This gap makes compliance and labeling challenging, potentially delaying product approvals and market entry. (Challenge)

Source: Ipsos Analysis

India's local taste adaptation and health consciousness drive growth, but high prices, low awareness, and limited government support hinder scalability

Strengths

- **Strong Cultural & Dietary Foundation**: India's vegetarian roots and high vegetable consumption create a natural fit for plant-based foods.
- **Local Taste Adaptation:** Brands successfully incorporate local ingredients such as jackfruit and chickpea to match Indian pallets.
- **Agile Product Innovation:** Continuous development of products keeps the market dynamic.
- **Health-Backed Growth:** Demand is driven by health issues e.g., lactose intolerance, gut concerns, and protein deficiencies.
- **Youth-Driven Demand**: Gen Z's health and sustainability focus fuels growth on plant-based consumption.

Weaknesses

- **Price Sensitivity:** High cost restrict products from reaching mass-market consumers
- **Low Consumer Awareness:** Limited understanding of benefits
- **Repeat Purchase Challenges**: Difficulty in converting buyers into loyal consumers.
- **Processing Perception:** Concerns about the nutritional value of highly processed foods
- **Limited Focus on Sustainability:** Environmental benefits don't strongly influence Indian consumers.
- **Supply Chain Limitations:** Challenges in cold-chain logistics hinder growth.
- **Dependency on Imports:** High reliance on imports for raw materials increases production costs.
- **Funding Constraints:** Low venture capital interest limits scaling opportunities
- **Lack of Government Support:** The absence of subsidies, import duty relief, and policy incentives slows industry growth.

Source: Ipsos Analysis

Opportunity in the global export market: Position India as a leading hub for plant protein concentrates, isolates, and alternatives

Opportunities

- **Efficiency Potential:** Opportunity to develop cost-effective, locally produced products.
- **Global Export Potential:** Growing demand in international markets in the USA, Canada, Dubai, Singapore etc.
- **Collaborative Opportunities:** Potential partnerships with food companies to introduce plant-based foods in mainstream categories.
- **Non-Traditional Restaurant & HoReCa Growth:** Demand from hospitality, food service, and other non-traditional restaurant channels supports expansion.
- **Healthcare Advocacy:** Leveraging doctors and dieticians to influence and promote plant-based diets for health benefits.
- **Health-Driven Demand**: Rising interest in dairy-free, gluten-free protein alternatives, plant-based milk, on-the-go snacks, and nutraceutical supplements.
- **Clean-Label Demand:** Growing consumer preference for transparency

India's Potential to Play a Pivotal Role in the Global Plant-based protein Supply

The global plant protein extraction market is valued at approximately $5 billion in 2023 and is projected to grow at a CAGR of 13%, reaching around $14 billion by 2030.

"India is among the top five global producers of lentils and soya, key raw materials for the plant protein processing industry". India can harness its production strengths to establish itself as a prominent player in the global supply chain by prioritizing **value-added exports to countries with bilateral agreements and** Most Favored Nation (MFN) status, including the UK, USA, and Europe. This approach provides a competitive advantage, particularly considering growing anti-dumping duties on Chinese products.

To unlock this potential, the industry requires strategic support and facilitation from the government

- ✓ ***Announcement of National Plant Protein Mission***
- ✓ ***Building of Plant protein Clusters: Boost infrastructure for plant protein extraction and value-added plant-based food products.***

Source: Ipsos Analysis

Regulatory uncertainty, intense competition, and supply chain instability threaten the industry's growth and long-term viability

Challenges

- **Consumer Preference Towards Existing Products:** Consumer habitual usage of traditional dairy, traditional meat, and entrenched vegetarian options. The industry struggles against established, culturally preferred, and more affordable alternatives.
- **Regulatory Challenges:** Delayed policies and unclear regulations stifle growth. As well as lack of government support for infrastructure, advocacy, and processing facilities exacerbates the issue.
- **Economic Vulnerability:** High price points make plant-based foods susceptible to economic shifts.
- **Supply Chain Instability**: Dependence on imports exposes the industry to disruptions and price fluctuations.

Source: Ipsos Analysis

Collaboration on regulations, market expansion, and affordability is key to driving growth in India's Plant-based foods sector

GOVERNMENT BODIES

1. Launch of national plant protein mission
2. Level playing field for traditional foods vs plant-based foods: reduce GST, permission to use "Mylk" as a term, and revision of import duty
3. Building of plant protein clusters
4. Improve cold chain infrastructure for better reach in domestic as well as export market
5. Dedicated schemes for plant-based foods
6. Market promotion and export support
7. Technology and skill development

PLANT-BASED FOODS INDUSTRY ASSOCIATION

1. Policy advocacy for the plant-based foods industry
2. Facilitate connections between suppliers and government bodies to support their participation in global exhibitions
3. Connect investors with potential companies
4. Nationwide promotion campaign for plant-based foods
5. Develop strategies for price reduction and economies of scale to increase affordability

BRANDS AND MARKET PLACE

1. Expand consumer **reach and drive awareness**
   - ✓ Collaborating with HoReCa partners and partnering with food service providers such as Sodexo and Compass to engage corporate employees
   - ✓ Partner with leading airlines e.g., Indigo, Air India, etc. and airport food outlets
   - ✓ The **right pricing** of products will be the key to the growth of the category
2. Brands should highlight **health and nutritional benefits in messaging**
3. Brands should **innovate to enhance** taste and create ambient temperature products for wider reach.
4. **Marketplace-driven CSR**: Promoting plant-based foods for a sustainable, healthy future

Source: Ipsos Analysis

The government should create a level playing field for Plant-based foods through tax reforms, policy support, infrastructure investment, and global market promotion to drive industry growth

1

Announcement of national plant protein mission:
A broader government initiative to scale the plant-based sector through infrastructure development, investment incentives, and production support. By setting clear goals for innovation and sustainability, this mission can enhance food security, reduce import reliance, and boost economic growth.

2

The level playing field for traditional foods vs plant-based foods: Plant-based foods in India currently face regulatory and tax-related disadvantages compared to traditional animal-based

- **GST Reform:** Plant-based foods face higher GST rates (**18%)** than traditional animal-based **products (5%),** making them less competitive. A tax revision is needed to boost affordability and adoption.
- **Dairy Terminology**: FSSAI restricts terms such as "milk" for plant-based alternatives, limiting growth. Allowing minor modifications e.g., "Mylk" can align with global standards while ensuring consumer clarity.
- **Import Duty Revision:** Revising duties on key plant-based ingredients e.g., pea and soya protein can lower costs and enhance market competitiveness.

3

Building of plant protein clusters:
Governments can establish dedicated clusters, uniting companies, agricultural researchers, and nonprofits to drive ingredient innovation and crop development. These clusters will facilitate collaboration, accelerate commercialization, and strengthen the plant-based ecosystem through focused R&D and policy incentives.

4

Improve cold chain infrastructure for better reach in domestic as well as export markets;
One of the biggest challenges for plant-based food producers in India is the lack of adequate cold storage and transportation facilities. Investment in cold chain infrastructure, including refrigerated transport and storage hubs, will ensure better domestic distribution and facilitate exports to international markets.

5

Dedicated policy framework for plant-based foods: Establish a structured policy under the Ministry of Food Processing Industries (MoFPI) to drive the growth of plant-based foods, ensuring regulatory clarity and industry support. Integrate plant-based foods into the Priority Sector Lending (PSL) guidelines to enable easier credit access for startups and manufacturers, fostering financial inclusivity and industry expansion.

6

Market promotion and export support: Set up dedicated export promotion councils for plant-based foods, facilitating global market entry, trade collaborations, and standard compliance. Introduce financial incentives and subsidies for companies participating in international trade fairs, promotional events, and branding campaigns, enhancing India's position as a plant-based food hub.

7

Advancing technology and skill development: Develop specialized skill training programs through the National Skill Development Corporation (NSDC) to build a workforce equipped with expertise in plant-based food processing, innovation, and sustainability. Provide capital subsidies and incentives for businesses investing in cutting-edge machinery.

Source: Ipsos Analysis

PBFIA should position itself as the key enabler of India's Plant-based foods revolution by driving policy reforms, securing financial incentives, and advocating for regulatory clarity

1

Policy advocacy for the growth of the plant-based foods industry

- Engage with policymakers and regulatory bodies (e.g., FSSAI, MoFPI, Ministry of Commerce) to establish a clear regulatory framework for plant-based foods, ensuring standardization, labeling, and safety compliance.
- Advocate for tax benefits, subsidies, and incentives to support plant-based food startups, Research and development initiatives, and sustainable manufacturing.

2

Facilitating supplier participation in global exhibitions

- Partner with trade organizations and embassies to secure exclusive opportunities for Indian plant-based foods suppliers at key international exhibitions e.g., Expo West, Anuga, and SIAL.
- Organize India-focused pavilions and networking sessions to showcase the country's plant-based food innovations to international buyers and distributors.

3

Connecting investors with high-potential companies

- Establish a plant-based foods investment Forum, bringing together venture capitalists, private equity firms, and impact investors interested in sustainable food solutions.

4

Nationwide promotion campaigns for plant-based foods

- Run nationwide consumer awareness campaigns highlighting the health, environmental, and ethical benefits of plant-based foods.
- Partner with nutritionists, chefs, and influencers to drive mainstream adoption of plant-based diets through educational content, cooking demonstrations, and endorsements.

5

Driving price reduction and economies of scale for affordability

- Advocate for tax reductions on key plant-based ingredients e.g., soya, pea protein, and mycoprotein to lower production costs.
- Support research and development initiatives focused on improving processing efficiency and alternative protein technology to make plant-based foods more affordable for consumers.

Source: Ipsos Analysis

Plant-based brands in India should focus on expanding reach, ensuring affordable pricing, highlighting health benefits, and innovating for better taste and distribution to drive category growth

1

Expand consumer reach & drive awareness to increase adoption: requires a comprehensive approach to make it more visible and accessible. This includes integrating plant-based options into **corporate cafeterias, institutional dining, and large-scale food service providers**, ensuring frequent exposure to a diverse consumer base. Engaging with **corporate wellness programs, educational institutions, and public health initiatives** can further drive familiarity and acceptance. Additionally, promoting plant-based offerings through **experiential marketing, sampling programs, and collaborations with culinary experts** can encourage trial and long-term habit formation.

2

Right pricing: Affordability will be a key driver for the widespread adoption of plant-based foods. To encourage consumer trial and repeat purchases, pricing should be strategically set within **1.5x to 2x** of traditional products. Additionally, exploring **smaller pack sizes and value-driven product formats** can make plant-based options more accessible across income segments, further accelerating category growth.

3

Highlight health and nutritional benefits messaging: Educating consumers on the **health advantages of plant-based foods** will be crucial for driving adoption. Brands should emphasize key benefits such as **high protein content, essential nutrients, lower cholesterol, and heart health advantages**. Clear and transparent **nutritional labeling, certifications, and scientific backing** can build trust and credibility. Additionally, leveraging **expert endorsements, dietitian recommendations, and comparative studies** can help position plant-based foods as a nutritious and viable alternative to traditional dairy and meat products.

4

Innovate for better taste & wider reach: To drive mass adoption, brands must focus on **enhancing taste, texture, and overall sensory experience** to match or surpass traditional dairy and meat products. Continuous **Research and development in flavor development, ingredient optimization, and cooking versatility** will be essential. Additionally, developing **ambient-stable products** that do not require refrigeration can **improve shelf life, reduce storage costs, and expand distribution**, making plant-based options more accessible in retail and food service channels across geographies.

5

Major marketplaces e.g., Reliance and Big Basket can promote plant-based foods through **CSR initiatives**, especially during **vegetarian-focused festivals** such as Navratri and Shravan. By featuring these products in festive sections**, offering discounts**, and collaborating with brands for **awareness campaigns**, they can highlight sustainability and health benefits while driving consumer interest.

Source: Ipsos Analysis

06
METHODOLOGY & DISCLAIMER

This report leverages a multi-faceted research approach to provide a comprehensive understanding of India's Plant-based foods sector

The key sources used include:

1. **Secondary Research**: Ipsos has accessed several resources such as but not limited to Ipsos internal POV, news articles, company websites, sector reports, industry reports available in public domain, blogs etc.

2. **Expert Interviews** – Primary **discussions conducted by the Ipsos Strategy 3** team with industry experts such as from **Suppliers/Brands and marketplaces** to gather insights on size and trends, regulatory challenges, and growth opportunities.

3. **Consumer Sentiment & Behavior** – A detailed consumer survey was conducted among **220 plant-based foods consumers** (NCCS A, 18-60 years, male and female) across **India's top 8 metro cities**. The survey was executed via an online mobile panel (Ipsos-Crownit).

4. **Consumer Perceptions & Awareness** – A quick-response survey assessing plant-based foods associations among **1,000 consumers** (NCCS A, 18-60 years, male and female) in the **top 8 metros**, was also conducted via Ipsos-Crownit's online mobile panel.

5. **Macroeconomic & Lifestyle Trends** – Data from **Ipsos Global Trends – India Edition**, based on a survey of **3,000 consumers** (NCCS ABC, 18-60 years, male and female) across **16 cities**, providing broader lifestyle and macroeconomic context.

6. **Social Media Analytics** – Preliminary insights derived from Ipsos Synthesio, analyzing online discussions, sentiment, and emerging themes related to plant-based foods.

Disclaimer

This report integrates diverse data sources to provide a comprehensive perspective on the current market landscape, consumer adoption, and key drivers shaping the future of plant-based foods in India. However, there is no guarantee that the information contained in the report is accurate as of the date it is received or that it will remain accurate in the future. Ipsos and the Plant-Based Foods Industry Association (PBFIA) do not take responsibility for the accuracy of the underlying data.

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Notes

For further information, contact the authors:

Shruti Patodia
Research Director
Ipsos India
shruti.patodia@ipsos.com

Niranka Pathak
Senior Consultant
Ipsos India
niranka.pathak@ipsos.com

Mallika Kohli Chaudhary
Associate Consultant
Ipsos India
mallika.chaudhary@ipsos.com

Plant Based Foods Industry Association