Meat Substitutes Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Plant-Based & Alternative Proteins (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/meat-substitutes-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 11.04 billion
Projected Forecast (2031)	USD 11.04 billion
Growth Rate (CAGR)	9.12 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Meat Substitutes industry](images/chart_2.png)

![Meat Substitutes Market (2025 - 2030)](images/chart_3.png)

![Meat Substitutes Market: Market Share by Product Type, 2025](images/chart_4.png)

![Meat Substitutes Market: Market Share by Form, 2025](images/chart_5.png)

![Meat Substitutes Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Meat Substitutes Market](images/chart_7.png)

![research-methodology](images/chart_8.svg)

![Icon](images/chart_9.png)

![footer background image](images/chart_11.png)

![Mordor Intelligence on Facebook](images/chart_13.svg)

![Mordor Intelligence on Pinterest](images/chart_15.svg)

![Mordor Intelligence on Instagram](images/chart_16.svg)

![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 11.04 Billion
|

Market Size (2031)
|

USD 17.07 Billion
|

Growth Rate (2026 - 2031)
|

9.12 %
|

Fastest Growing Market
|

Asia Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Meat Substitutes Market Analysis by Mordor Intelligence

The meat substitutes market size was valued at USD 10.12 billion in 2025 and estimated to grow from USD 11.04 billion in 2026 to reach USD 17.07 billion by 2031, at a CAGR of 9.12% during the forecast period (2026-2031). Multiple factors drive this growth, including changing consumer preferences toward plant-based diets, health consciousness, environmental concerns, and animal welfare considerations. Consumers seek alternatives that provide nutritional benefits comparable to traditional meat while aligning with vegetarian, vegan, and flexitarian dietary choices. Technological advancements in food production have enabled companies to develop products that closely match the texture, flavor, and sensory characteristics of conventional meat, increasing consumer acceptance. Product innovation spans whole-cut replacements to processed convenience foods, broadening market appeal across different consumer segments and geographical regions. The market's ability to address environmental challenges, such as reducing greenhouse gas emissions and conserving natural resources, while meeting diverse dietary preferences, establishes meat substitutes as a mainstream food option. This combination of factors supporting health, environmental sustainability, and social responsibility continues to drive market expansion globally.

Key Report Takeaways

* By product type, Textured Vegetable Protein led with 56.21% revenue share in 2025, while Tempeh is projected to expand at a 10.03% CAGR through 2031.
* By source, Soy accounted for 42.88% of the meat substitutes market share in 2025, whereas Mycoprotein is advancing at a 9.44% CAGR to 2031.
* By form, Frozen products captured 46.35% of the meat substitutes market size in 2025, and Refrigerated offerings are set to grow at a 10.07% CAGR during the forecast window.
* By distribution channel, Off-trade held 69.12% share of revenues in 2025; On-trade is forecast to climb at a 9.21% CAGR to 2031.
* By geography, North America commanded 32.15% of global sales in 2025, while Asia-Pacific is slated to expand at an 10.95% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Meat Substitutes Market*

Driver |

(~) % Impact on CAGR Forecast |

Geographic Relevance |

Impact Timeline |

Health and wellness awareness

|

+1.5%
|

Global, with strongest impact in North America and Europe
|

Medium term (2-4 years)
|

Increasing demand for animal cruelty-free and ethical products

|

+1.3%
|

Global, led by Europe and North America
|

Long term (≥ 4 years)
|

Innovation in product formulation

|

+2.1%
|

Global, led by North America and Asia-Pacific
|

Short term (≤ 2 years)
|

Growing popularity of vegetarianism, veganism, and flexitarian diets

|

+1.8%
|

Global, with early adoption in developed markets
|

Long term (≥ 4 years)
|

Celebrity and social media influence

|

+0.9%
|

North America and Europe, expanding to Asia-Pacific
|

Short term (≤ 2 years)
|

Rising cases of obesity and lifestyle-related diseases

|

+1.2%
|

Global, most acute in developed markets
|

Medium term (2-4 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The meat substitutes market shows moderate fragmentation with competition between established food companies and plant-based startups. This creates a dynamic environment driven by innovation and partnerships. Key market players include Amy's Kitchen Inc., Beyond Meat Inc., Impossible Foods Inc., Nestlé S.A., and Conagra Brands Inc. The market benefits from both large companies' resources and distribution networks and startups' specialized expertise and innovation capabilities.

Market concentration differs across product categories and regions. Specialized companies focused on premium products and texture development dominate the whole-cut meat alternatives segment, including plant-based steaks and fillets. The processed meat substitutes segment, including nuggets, sausages, and patties, features strong competition from diversified food manufacturers with established distribution networks. This structure enables different competitive approaches, from premium niche targeting to mass-market strategies.

Technological differentiation is essential for competitive advantage, particularly in meat texture replication and flavor enhancement through specific processing methods and ingredient formulations. Companies increasingly rely on intellectual property, including patents for fermentation technologies, protein extraction methods, and ingredient applications. The growing number of patents indicates that production innovation will significantly influence market leadership and market share retention.

Meat Substitutes Industry Leaders

*

Amy’s Kitchen Inc.

*

Beyond Meat Inc.

*

Impossible Foods Inc.

*

Nestlé S.A.

*

Conagra Brands Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Meat Substitutes Market Report Scope

Tempeh, Textured Vegetable Protein, Tofu are covered as segments by Type. Off-Trade, On-Trade are covered as segments by Distribution Channel. Africa, Asia-Pacific, Europe, Middle East, North America, South America are covered as segments by Region.

Segmentation Overview

By Product Type

Tofu
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Tempeh
|

Textured Vegetable Protein
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Seitan
|

Other Meat Substitutes
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

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Canada
|

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Mexico
|

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Rest of North America
|

Europe
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Germany
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United Kingdom
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Italy
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France
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Spain
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Netherlands
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Poland
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Belgium
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Sweden
|

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Rest of Europe
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Asia-Pacific
|

China
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India
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Japan
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Australia
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Indonesia
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South Korea
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Thailand
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Singapore
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Rest of Asia-Pacific
|

South America
|

Brazil
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|

Argentina
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Colombia
|

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Chile
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Peru
|

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Rest of South America
|

Middle East and Africa
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South Africa
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Saudi Arabia
|

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United Arab Emirates
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Nigeria
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Egypt
|

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Morocco
|

|

Turkey
|

|

Rest of Middle East and Africa
|

Frequently Asked Questions

What is the current valuation of the meat substitutes market?

As of 2026, the global market stands at USD 11.04 billion.

How fast is demand for plant-based protein growing in Asia-Pacific?

Asia-Pacific is projected to expand at an 10.95% CAGR between 2026 and 2031, the fastest regional growth rate.

Which product type is gaining popularity the quickest?

Tempeh is the fastest-growing category, forecast at a 10.03% CAGR to 2031.

How significant are on-trade channels for category growth?

On-trade sales are expected to rise at 9.21% CAGR, signaling robust foodservice adoption and menu integration.