

Plant Based Butter Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

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

Executive Market Summary

Market Metric	Details
Base Market Size	USD 3.15 billion
Projected Forecast (2031)	USD 3.15 billion
Growth Rate (CAGR)	6.87 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Plant Based Butter industry] (images/chart_2.png)

! [Plant Based Butter Market Size] (images/chart_3.png)

! [Plant Based Butter Market Share by Source, 2025] (images/chart_4.png)

! [Plant Based Butter Market Share by Flavor, 2025] (images/chart_5.png)

! [Plant Based Butter Market Growth Rate by Region] (images/chart_6.png)

! [Plant Based Butter Market Concentration] (images/chart_7.png)

! [Icon] (images/chart_8.png)

! [footer background image] (images/chart_10.png)

! [Mordor Intelligence on Facebook] (images/chart_12.svg)

! [Mordor Intelligence on Pinterest] (images/chart_14.svg)

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

! [ESOMAR] (images/chart_17.png)

! [GPTW] (images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 3.15 Billion
|

Market Size (2031)
|

USD 4.39 Billion
|

Growth Rate (2026 - 2031)
|

6.87 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

|

Market Overview

Plant Based Butter Market Analysis by Mordor Intelligence

The plant-based butter market size is projected to expand from USD 2.9 billion

in 2025 and USD 3.1 billion in 2026 to USD 4.4 billion by 2031, registering a CAGR of 6.8% between 2026 to 2031. The plant-based butter market is supported by sustained demand for dairy-free foods rather than short-lived dietary preferences. Reduced lactase persistence affects 68% of the global population, with prevalence reaching 90% in East Asia, expanding the potential consumer base for dairy-free alternatives. Flexitarian purchasing is also moving these products beyond specialist stores, as plant-based food buyers often continue to purchase animal-based products[1]Source: Plant-Based Foods Association, "The future is plant-based." plantbasedfoods.org. Retail access remains critical to volume growth, while foodservice use can introduce products through bakery and culinary applications before household demand develops. Product performance, ingredient transparency, and reliable oil sourcing will determine which suppliers convert trial purchases into repeat demand.

Key Report Takeaways

- * By source, oil-based formats accounted for the largest share of the plant-based butter market, at 64.5% in 2025, while oat and cereal-based formats are projected to grow at the fastest CAGR of 7.78% during 2026-2031.
- * By nature, conventional products accounted for the largest share of the plant-based butter market, at 79.4% in 2025, while organic products are projected to grow at the fastest CAGR of 7.91% during 2026-2031.
- * By flavor, unflavored products accounted for the largest share of the plant-based butter market, at 67.5% in 2025, while flavored products are projected to grow at the fastest CAGR of 7.22% during 2026-2031.
- * By distribution channel, retail accounted for the largest share of the plant-based butter market, at 62.8% in 2025, while foodservice is projected to grow at the fastest CAGR of 8.19% during 2026-2031.
- * By geography, North America accounted for the largest share of the plant-based butter market, at 39.7% in 2025, while Asia-Pacific is projected to grow at the fastest CAGR of 7.62% during 2026-2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Plant Based Butter Market*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Rising lactose intolerance and
dairy-free demand

+1.5%

|

Global, highest in Asia-Pacific
and Sub-Saharan Africa

|

Long term (≥ 4 years)

|

Vegan and flexitarian adoption

|

+1.3%

|

Global, led by North America,
Northern and Western Europe

|

Medium term (2-4 years)

|

Mainstream retail and foodservice
expansion

|

+1.1%

|

North America, Europe, and
Asia-Pacific metropolitan centers

|

Medium term (2-4 years)

|

Formulation improvements in
taste, texture and nutrition

|

+1.0%

|

Global, with research
concentrated in Europe and North America

|

Short term (≤ 2 years)

|

Bakery and pastry performance
parity

|

+0.8%

|

Europe, North America, and urban
Asia-Pacific

|

Medium term (2-4 years)

|

Cultured and fermentation-led
premiumization

|

+0.6%

|

North America and Europe

|

Long term (≥ 4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The plant-based butter market has a concentration, indicating a fragmented market with no single dominant supplier. Flora Food Group leads through Country Crock, Flora, and I Can't Believe It's Not Butter. Earth Balance remains an established North American challenger, supported by broad retail and foodservice access. Naturli', WayFare, Melt Organic, Milkadamia, Nutiva, and Pure Blends compete through more targeted consumer propositions. Oatly also intensifies competition through oat-based spreads and foodservice relationships.

Leading suppliers differentiate their offerings through packaging, distribution, and formulation. Flora Food Group introduced a recyclable paper tub for plant-based spreads, developed with Footprint and first scaled from Austria in 2024. Conagra positioned Earth Balance bulk formats for professional baking and culinary applications. Naturli' has focused on organic products and exports to Germany and the United Kingdom. These strategies combine product claims with channel access and specific usage occasions.

Smaller brands can gain consumer attention through clean-label ingredients, allergen-free positioning, and premium flavors. However, limited production scale can constrain their ability to meet rising demand, as the changes involving Miyoko's Creamery during 2024 and 2025 illustrate. Oatly reported Q2 2026 revenue of USD 240.1 million, up 15.2% year over year, and raised its full-year constant-currency revenue outlook to 8% to 10%. New production technologies may expand the competitive field, but suppliers must achieve reliable commercial scale.

Plant Based Butter Industry Leaders

*

Upfield Holdings B.V.

*

Miyoko's Creamery

*

Califia Farms, LLC

*

Conagra Brands, Inc.

*

Naturli' Foods A/S

*

*Disclaimer: Major Players sorted in no particular order

Image © Mordor Intelligence. Reuse requires attribution under CC BY 4.0.

Component Component 3 Scope Of The Report Bottom

Global Plant Based Butter Market Report Scope

By Source

Oil Based
|

Nut Based
|

Oat and Cereal Based
|

Seed Based
|

Segmentation Accordion Item
By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

Germany
|

|

United Kingdom
|

|

Italy
|

|

France
|

|

Spain
|

|

Netherlands
|

|

Belgium
|

|

Sweden
|

|

Poland

|

|

Rest of Europe

|

Asia-Pacific

|

China

|

|

India

|

|

Japan

|

|

Australia

|

|

Singapore

|

|

Rest of Asia-Pacific

|

South America

|

Brazil

|

|

Argentina
|

|

Colombia
|

|

Rest of South America
|

Middle East and Africa
|

South Africa
|

|

Saudi Arabia
|

|

Rest of Middle East and Africa

|

Frequently Asked Questions

What is driving demand in the plant-based butter market?

Reduced lactase persistence, flexitarian purchasing, wider retail access, and improved taste and baking performance are supporting demand. These factors matter because they make dairy-free products relevant to both dietary-need consumers and households that use several food formats.

Reduced lactase persistence, flexitarian purchasing, wider retail access, and improved taste and baking performance are supporting demand. These factors matter because they make dairy-free products relevant to both dietary-need consumers and households that use several food formats.

Oil-based products led with 64.5% share in 2025 because they use established supply chains and work across several applications. Their formulation flexibility allows suppliers to serve spread, cooking, and bakery needs with closely related product platforms.

Which distribution channel is growing fastest in the plant-based butter market?

Foodservice is projected to grow at an 8.2% CAGR during 2026-2031 as restaurants and bakeries increase use of dairy-free ingredients. Professional buyers also need consistent handling and baking results, which encourages suppliers to develop dedicated formats.

Which region has the largest sales base?

North America led with 39.7% share in 2025, supported by mature retail distribution and high household familiarity with plant-based foods. The region contains established mass-retail, natural-food, and club-store channels that provide broad product visibility.

Which region is expected to grow fastest in the plant-based butter market?

Asia-Pacific is projected to grow at a 7.6% CAGR through 2031, supported by lactose intolerance prevalence, urbanization, and foodservice development. Western-style bakeries and café chains can introduce products through prepared foods before some households purchase them at retail.