Plant Based Yogurt 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-yogurt-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 3.56 billion
Projected Forecast (2031)	USD 3.56 billion
Growth Rate (CAGR)	12.48 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

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

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

![Plant Based Yogurt 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)

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

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 3.56 Billion |
Market Size (2031) | USD 6.41 Billion |
Growth Rate (2026 - 2031) | 12.48 % |
Fastest Growing Market | Asia-Pacific |
Largest Market | Europe |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Plant Based Yogurt Market Analysis by Mordor IntelligenceThe plant based yogurt market size is expected to grow from USD 3.21 billion in 2025 to USD 3.56 billion in 2026 and is forecast to reach USD 6.41 billion by 2031 at 12.48% CAGR over 2026-2031. Growth reflects a lasting shift from simple lactose avoidance toward nutrition, convenience, and products that fit plant-forward diets. High-protein, probiotic, and functional claims are becoming more important as shoppers compare plant-based products with dairy yogurt. The plant based yogurt market is also supported by environmental concerns and rising interest in flexible eating patterns, which widen its appeal beyond vegan consumers and make repeat purchases possible across several everyday meal and snack occasions. Brands are responding with better formulations, clearer ingredient information, and pack sizes suited to both home and on-the-go use. Price gaps, uneven sensory performance, and limited awareness in developing retail markets remain important constraints for the plant based yogurt market.

Key Report Takeaways* By source, almond-based yogurt held 28.41% of plant based yogurt market share in 2025, while oat-based yogurt is forecast to expand at a 14.15% CAGR through 2031.
* By product type, spoonable yogurt accounted for 72.76% of the plant based yogurt market size in 2025, while drinkable yogurt is projected to grow at a 14.56% CAGR through 2031.
* By packaging, cups and tubs held 79.25% of plant based yogurt market share in 2025, while bottles are forecast to grow at a 13.87% CAGR through 2031.
* By distribution channel, supermarkets/hypermarkets accounted for 44.69% of the plant based yogurt market size in 2025, while online retail channels are projected to expand at a 14.08% CAGR through 2031.
* By geography, Europe accounted for 36.51% regional share in 2025, while Asia-Pacific is projected to grow at a 13.78% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Plant Based Yogurt Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Rising Demand for Plant-Based and Vegan Foods | +2.5% | Global, strongest in Europe and North America | Medium term (2-4 years) |
Growing Lactose Intolerance and Dairy Allergy Concerns | +2.0% | Global, highest in Asia-Pacific and Europe | Long term (≥ 4 years) |
Increasing Health and Wellness Consciousness | +1.5% | Global, with early gains in North America | Medium term (2-4 years) |
Expansion of Vegan and Flexitarian Consumer Base | +1.2% | Europe and North America, expanding to Asia-Pacific | Medium term (2-4 years) |
Growing Innovation in Plant-Based Yogurt Formulations | +1.4% | Global, accelerating in North America and Europe | Short term (≤ 2 years) |
Premiumization of Plant-Based Dairy Alternatives | +1.2% | North America and Europe core, expanding to Asia-Pacific | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The plant-based yogurt market is fragmented. Large companies leverage distribution scale and established brands, while specialists such as Forager Project, COYO, and The Coconut Collaborative compete through ingredient quality, sustainability positioning, and targeted consumer segments. This structure creates opportunities for new products, but it also makes brand loyalty and retail execution crit ical, particularly as chilled distribution, shelf placement, and promotional support influence whether shoppers notice specialist brands. The plant-based yogurt market includes a broad range of manufacturers with varying source bases, price positions, and regional priorities. As a result, competition depends on product quality and route to market as much as company scale, with regional product knowledge often giving smaller companies a defensible position in specific niches.

Danone launched Silk Protein Yogurt in July 2026, offering 12 g of complete soy protein per serving and no artificial additives. The launch targets consumers seeking a bridge between high-protein dairy products and functional plant-based foods. Danone is also expected to extend Alpro into high-protein plant-based products in Europe, applying a similar protein-led approach across regions. Oatly is expected to report a 33.9% gross margin in the second quarter of 2026 while closing its Singapore facility and consolidating manufacturing in Europe. These moves indicate that leading participants are combining product claims with supply chain decisions, rather than treating manufacturing efficiency and consumer-facing innovation as separate priorities.

Companies are broadening their portfolios into drinkable formats and protein beverages as the plant-based yogurt market develops. Producers are also investing in fermentation capabilities that can reduce reliance on commodity stabilizers and improve texture. Protein fortification and cleaner labels remain central to premium product strategies. The competitive environment will favor brands that deliver consistent sensory quality, credible nutrition, and broad retail access at a price that supports repeat purchases, as a single disappointing first experience can reduce acceptance among consumers new to dairy alternatives.

Plant Based Yogurt Industry Leaders* Danone S.A.

* Nestlé S.A.

* Oatly Group AB

* The Hain Celestial Group, Inc.

* Chobani Global Holdings, LLC

* *Disclaimer: Major Players sorted in no particular order
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Component Component 3 Scope Of The Report Bottom

Global Plant Based Yogurt Market Report ScopePlant-based yogurt is a yogurt-like food product made from non-dairy plant sources such as soy, almond, coconut, oat, cashew, and pea. The plant based yogurt market is segmented by source, product type, packaging, distribution channel and geography. Based on source, the market is segmented into soy, almond, coconut, oat, cashew, pea and others. Based on product type, the market is segmented into drinkabale and spoonable yogurt. Based on packaging, the market is segmented into cups and tubs, pouches, bottles and other packaging formats. Based on distribution channel, the market is segmented into supermarkets/hypermarkets, convenience stores, online retail stores and other distribution channels. By geography, the market is segmented into North America, Europe, Asia-Pacific, South America, and Middle-East and Africa. For each segment, the market sizing and forecasting have been done in value terms (USD billion) and volume (tons).

By SourceSoy |
Almond |
Coconut |
Oat |
Cashew |
Pea |

Others |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
Europe | Germany |
| United Kingdom |
| Italy |
| France |
| Spain |
| Netherlands |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| Indonesia |
| Rest of Asia-Pacific |
South America | Brazil |
| Argentina |
| Rest of South America |
Middle East and Africa | South Africa |
| Saudi Arabia |
| United Arab Emirates |
| Rest of Middle East and Africa |

Frequently Asked Questions

What is driving demand for plant based yogurt?

Lactose intolerance, plant-forward eating, protein demand, and product improvements are supporting demand. The category is projected to grow at a 12.48% CAGR from 2026 to 2031.

Which source is growing fastest in plant based yogurt?

Oat-based yogurt is projected to grow at a 14.15% CAGR through 2031. Improving fermentation and interest in oat fiber support this outlook.

What product type leads plant based yogurt sales?

Spoonable yogurt held 72.76% of sales in 2025. Its established role in breakfast, snacking, and cooking supports its position.

Why are drinkable plant based yogurts gaining popularity?

Drinkable yogurt is forecast to grow at a 14.56% CAGR through 2031 because it fits foodservice and on-the-go occasions.

Which region has the highest demand for plant based yogurt?

Europe held 36.51% of sales in 2025. Mature retail systems and strong interest in plant-based foods support regional demand.