



Vegan Cheese

An Expanding Market

Veganism is increasingly being embraced as a lifestyle, with more people adopting plant-based habits every year. By 2021, the global vegan population had reached around 80 million.

This growing trend has opened doors to new business opportunities—one notable example being vegan cheese. While it hasn't yet reached the popularity levels of plant-based meat, vegan cheese is steadily gaining traction.

Made entirely from plant sources and free from animal-derived ingredients, it offers a dairy-free, ethical alternative. Common bases for vegan cheese include soy, coconut, almonds, peanuts, and oats.



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A MARKET RISING

In 2019, the global vegan cheese market was valued at approximately EUR 1,094.7 million. Between 2021 and 2027, it is projected to grow at a CAGR of 15.5%, reaching around EUR 3,914.2 million.

In Europe, the market is expected to grow from EUR 874.76 million (2019) to EUR 1,514.01 million (2027), reflecting a CAGR of 7.2%

KEY GROWTH DRIVERS

Expanding Vegan Demographics

Conscious consumers are increasingly looking for sustainable and cruelty-free products—vegan cheese meets both demands.

Lactose Intolerance

A significant portion of the global population is lactose-intolerant, making vegan cheese a suitable and necessary alternative.

Health Consciousness

Vegan cheese is typically cholesterol-free, vitamin-rich, and often lower in calories—making it attractive to health-focused consumers.

Diversity & Innovation

From cheddar and edam to creative fruit-infused varieties like cranberry or caramel—vegan cheese continues to evolve in taste, texture, and appeal.

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FUTURE OUTLOOK: A Market with High Potential

While challenges remain, the vegan cheese market is experiencing rapid growth, driven by a steadily increasing consumer base and the rising popularity of plant-based lifestyles. Both established players and innovative start-ups are entering the space to meet this demand.

Although it's still early days for the segment and overall consumer awareness is limited, the potential is clear. For brands to succeed, strategic marketing and consumer education are essential—particularly in communicating taste appeal and value. Ultimately, the product must deliver on flavor to win over mainstream audiences.

Encouragingly, the advancement and availability of plant-based ingredients is making it easier for producers to develop high-quality, appealing vegan cheese options that can gain real traction in the market.



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