

United States

The largest economy in the world with the highest per-capita meat consumption

Population

350
million

Average age

39
years

Plant-based food
retail market in the US
in 2024 (USD)

8.1
billion

Sales of plant-based
meat and seafood in
2024 (USD)

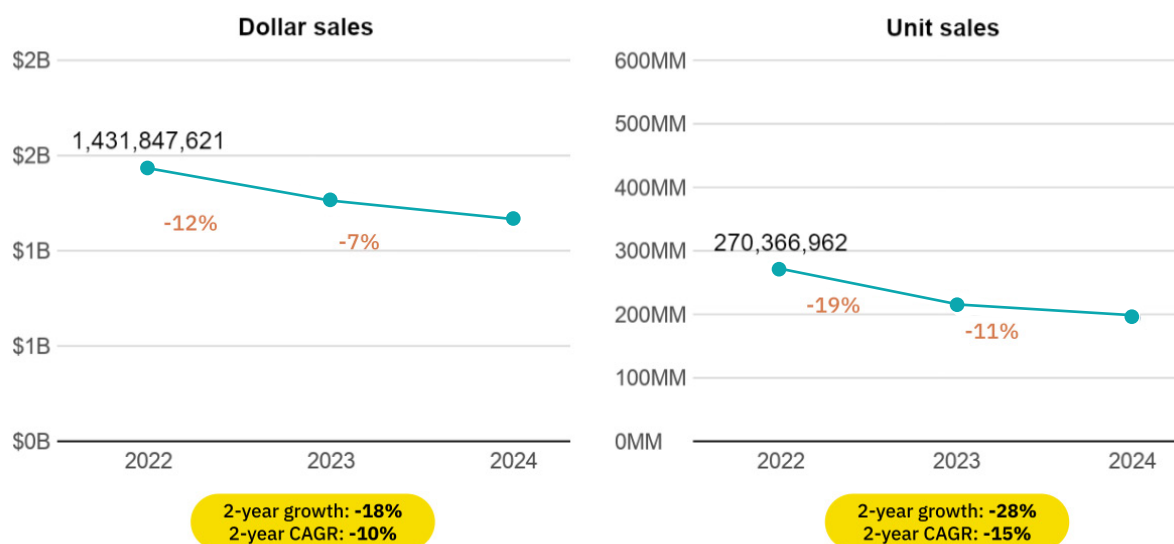
1.2
billion

01 Market size

Retail

- The plant-based food retail market in the U.S. was valued at [USD 8.1 billion in 2024](#), with sales of plant-based meat and seafood at USD 1.2 billion.
- In 2024, plant-based meat and seafood's share was 1.7% of total retail packaged meat dollar sales or 0.8% of the total meat category (including random-weight meat). In the natural channel (grocery and retail market focused on natural, organic, and speciality products), plant-based meat and seafood's market share of packaged meat dollar sales was 8%, estimated to be over 4% of total meat sales (including random weight).
- Following a period of record growth until 2021, the plant-based meat and seafood sector experienced declines in subsequent years. It is noteworthy that packaged conventional meat and seafood unit sales also saw a decrease during this period, falling from 12.9 billion units in 2021 to 12.2 billion units in 2023, representing a 6% decline.

Plant-based meat and seafood market, U.S. retail (2022-2024)



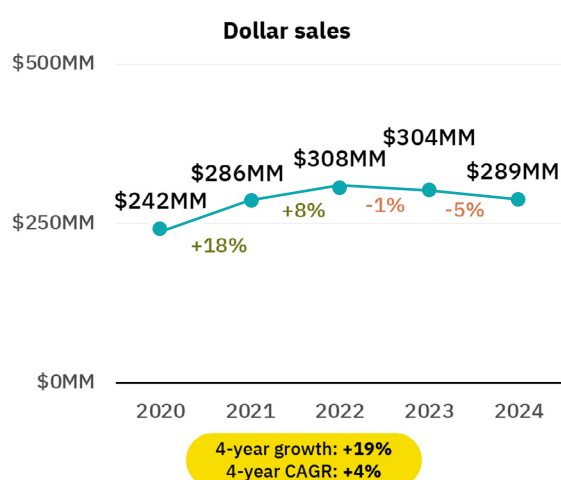
Sales data note: The data presented in this graph is based on custom GFI and PBFA plant-based categories that were created by refining standard SPINS categories. Due to the custom nature of these categories, the presented data will not align with standard SPINS categories.

Source: Total market = SPINS Natural Expanded Channel + SPINS Conventional Multi Outlet Channel + SPINS Convenience Channel (powered by Circana) | 52 Weeks Ending 12-1-2024

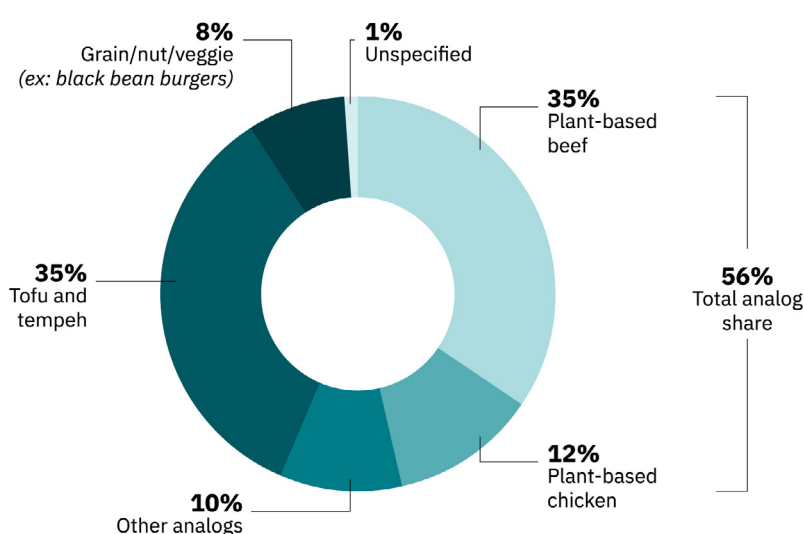
Food service

- The 2024 dollar sales for plant-based protein from broadline distributors, which include meat alternatives, grain/nut/veggie alternatives, and tofu/tempeh, was USD 289 million, representing a drop of 5% over the previous year.
- Plant-based meat alternatives accounted for 56% of plant-based protein volume in 2024.

Plant-based proteins market, U.S. broadline distributor food service sales (2020-2024)



Share of plant-based protein pound sales from U.S. broadline distributors (2024)



Source: Circana/SupplyTrack, Product Class: Plant-based proteins (analogous meat alternatives, grain/nut/veggie alternatives, tofu/tempeh). Dollar and pound sales are 12 months ending December 2024 vs. four prior years.

02 Consumer profile and demand

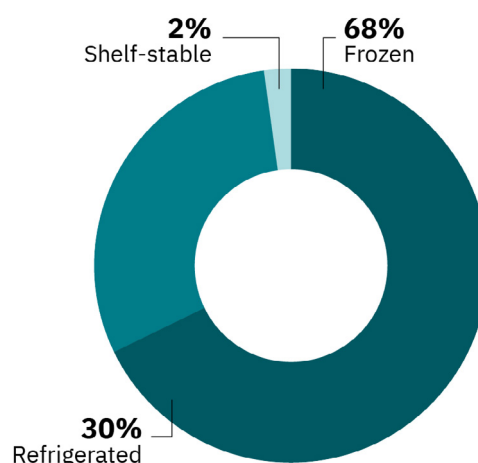
- A December 2023 poll conducted by the Good Food Institute and Morning Consult indicates that 3% of consumers in the U.S. adhere to a vegetarian diet, and an additional 3% follow vegan diets. These figures align with data published by McKinsey in 2022, which also reports that [46% of consumers](#) identify as flexitarians.
- According to an AP-NORC survey, [43% of consumers](#) have reduced their meat consumption.
- Health is consistently cited as a primary reason for reduced meat consumption, with [57% of consumers](#) claiming it contributes 'a lot' or 'some' to their decision. Similarly, the AP-NORC survey found that [50% of consumers](#) identified health as their top reason for reducing meat consumption when presented with options including health, cost, environment, and taste.
- In recent years, protein has emerged as an increasingly significant factor influencing food choices, potentially contributing to the increase in meat consumption. In 2023, 'high protein' surpassed 'low-fat' and 'low-carb' in Google search trends for the first time. The Morning Consult poll indicates that 66% of U.S. consumers deem it important to consume a high-protein diet. The same poll found that 58% of U.S. adults reported awareness of plant-based meat, and 47% claimed to be 'very' or 'somewhat' familiar with it.
- Plant-based meat and seafood products were purchased by [13% of households](#) in 2024. Of those households, 63% made multiple purchases within the category.
- 95% of plant-based meat consumers also reported consuming conventional meat.

03 Product formats in the market

By storage condition

Contribution to [sales value in 2024](#)

- Frozen products account for **68%** of the value share
- Refrigerated products - **30%** of the value share
- Shelf-stable products - **2%** of the value share



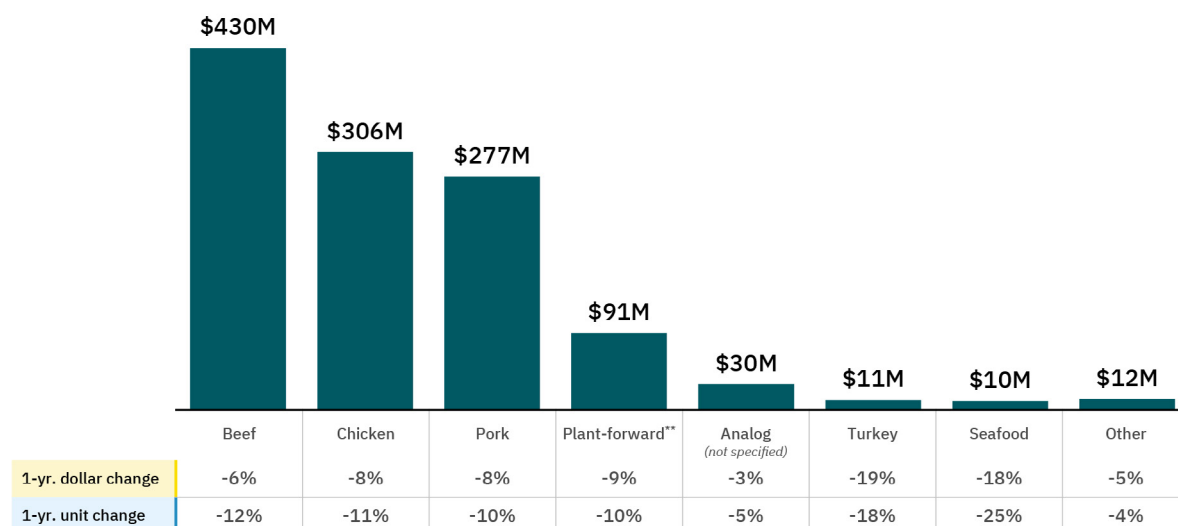
By protein type

- Beef
- Chicken
- Pork

By format

- Patties
- Nuggets, tenders, and wings
- Ground products
- Hotdogs, brats, and sausages
- Breakfast-style products and patties
- Driven by [consumer demand](#) for diverse, culturally reflective foods, ethnic-flavoured meat substitutes comprise **21%** of new product launches, as reported by Innova Market Insights. These offerings, drawing inspiration from global gastronomy, include preparations such as Korean BBQ, bulgogi, gochujang, Moroccan falafel, Japanese teriyaki, birria tacos, and Italian sausage, thereby providing authentic international culinary experiences.
- A marked increase is observed in the launch of flavoured meat substitutes. Products incorporating vegetable flavours, including sweet potato, chickpea, and black bean, are enhanced with spices and seeds such as chilli, chipotle, ginger, and smoked barbecue. Smoked, spicy, barbecue, mushroom, and Italian flavours are the five predominant flavour profiles within the meat substitutes market.

Plant-based meat and seafood sales by animal type (2024)

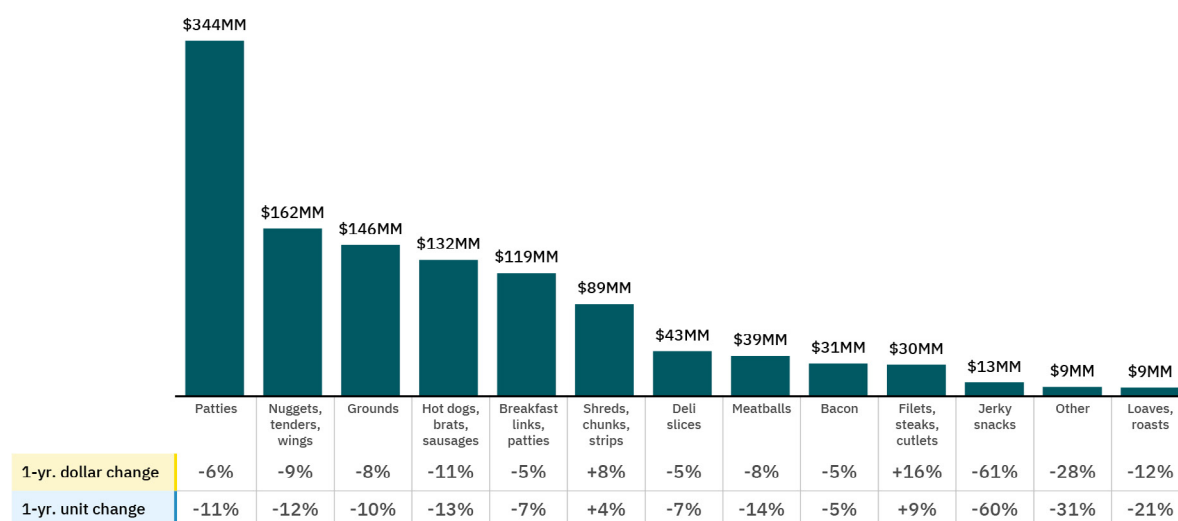


SPINS gfi/Good Food Institute

Sales data note: The data presented in this graph is based on custom GFI and PBFA plant-based categories that were created by refining standard SPINS categories. Due to the custom nature of these categories, the presented data will not align with standard SPINS categories. **Items not specifically attempting to replicate the taste, texture, appearance, and cooking experience of conventional meat. These items often call out a whole vegetable or leading vegetable ingredient in their description.

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Plant-based meat and seafood sales by format (2024)



SPINS gfi/Good Food Institute

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04 Key players in the market

- Some of the key players in the plant-based meat industry in the U.S. are **Beyond Meat**, **Impossible Foods Inc.**, **Maple Leaf Foods (Field Roast & Maple Leaf)**, **Conagra, Inc. (Gardein Protein International)**, **Kellogg NA Co. (MorningStar Farms)**, **Amy's Kitchen, Inc.**, **Tofurky**, **Kraft Foods, Inc.**, **Lightlife Foods, Inc.**, **Trader Joe's**, **Yves Veggie Cuisine (The Hain-Celestial Canada, ULC)**, **Eat JUST Inc.**, **No Evil Foods**, **COnga**, **Quorn**, and **MorningStar Farms**.
- In addition to emerging players, established conventional meat producers such as **JBS**, **Tyson**, **Cargill**, and **Smithfield** are participating in the plant-based meat sector through strategic investments, acquisitions, and partnerships. Prominent Consumer Packaged Goods (CPG) companies, including **Pepsico**, **Nestle**, **Kraft Heinz**, **General Mills**, **AB InBev**, and **Danone**, are also exploring the industry.

In September 2022, the Agricultural and Processed Food Products Export Development Authority (APEDA) of India announced the inaugural shipment of plant-based meat to the U.S. by the brand **Greenest**. The consignment comprised plant-based mini samosas, hot and spicy strips, momos, spring rolls, nuggets, grilled patties, and various other plant-based products, originating from Gujarat, India. Subsequently, in June 2023, **Wakao Foods** exported a 13-tonne container of jackfruit-based meat products to the U.S., marking the largest Indian plant-based meat shipment to the U.S. at that time. Furthermore, **GoodDot**, another Indian alternative protein brand, has entered the U.S. market through a partnership with **ADF Foods**, operating under the packaged Indian foods brand, Ashoka. Internationally, GoodDot is collaborating with **Just Vegan**, a New York-headquartered franchise with operations across the Middle East, the U.S., and Southeast Asia, to develop a new line of plant-based products in Dubai.

05 Key channels

Retail

- As of June 2024, the U.S. has [305,156 grocery stores](#). The grocery market is immensely competitive, featuring diverse retail chains such as supermarkets, speciality food stores, convenience stores, warehouse clubs (stores with an annual membership fee that sells a limited selection of goods, typically in bulk, at discounted prices), discount grocers, natural and organic stores, ethnic and international markets, and online grocery retailers.
- The four preeminent retailers in the U.S. market are **Walmart**, **Kroger**, **Costco**, and **Albertsons Companies**. Walmart leads by virtue of its expansive store network and substantial revenue. Kroger, with its numerous subsidiary brands, occupies the second position. Costco distinguishes itself through its membership-based warehouse model and bulk product offerings. Albertsons Companies, which operates multiple well-established brands including Safeway and Vons, completes the list of the top four. These retailers exert significant control over the U.S. grocery market via their broad product assortments, competitive pricing strategies, and considerable market presence.
- Retail brands with an emphasis on fresh produce and natural or organic formats include **Whole Foods**, **The Fresh Market**, **Raley's**, **Ingles Markets**, **Sprouts Farmers Market**, **Giant Eagle**, **Wegmans**, and **Meijer Inc.**
- Discount grocery formats include **Save A Lot**, **Aldi**, and **Dollar General**.
- [According to recent data](#), online grocery market penetration in the U.S. is projected to reach 12.5% in 2024. This implies that over 12 of every 100 dollars spent on groceries this year will be transacted via the internet. This number represents a 1.4% increase from the previous year and establishes a record-high penetration rate. Currently, the most widely used online grocery platforms are **Amazon** and **Walmart**, followed by **Walgreens** and **Kroger**.

Food service

- [The North America food service market](#) is projected to grow from an estimated USD 1.13 trillion in 2025 to USD 1.99 trillion by 2030, exhibiting a CAGR of 11.89% between 2025-2030.
- Consumer preferences are demonstrating a marked shift towards dining options that prioritise health and sustainability. Industry data indicates that 38% of consumers express a preference for restaurants that offer locally sourced foods, while over 30% actively seek establishments that provide sustainably or organically produced meals.
- Sales of plant-based meat within the hotel/restaurant/café (HORECA) sector led the market in the US, accounting for 53.4% of revenue in 2024. Quick service restaurants (QSRs) continue to hold a dominant position in the U.S. food service market, holding ~50% of the market share in 2024, followed by full-service establishments, cafes, bars, and cloud kitchens.

06 Key brand tie-ups

► Sept 2022



Greenest Foods, an Indian plant protein startup, has collaborated with **Wholesome Foods** for export to the U.S.

► April 2023



GoodDot has entered the U.S. market via ethnic Indian stores and has partnered with **ADF Foods** to export its plant-based meat products to the U.S. and other international markets.

07 Key distributors, manufacturers, and retailers



Sysco Corporation, a leading distributor within the food service industry generates annual revenues exceeding USD 68 billion.

- Established in 1969 and headquartered in Houston, the company's operations extend to 90 countries, serving over 700,000 clients through 333 distribution facilities.
- Sysco primarily services restaurants, healthcare institutions, educational facilities, and lodging establishments.



US Foods, headquartered in Rosemont, Illinois, serves over 300,000 customers and maintains more than 70 distribution facilities.

- US Foods caters to independent and multi-unit restaurants, healthcare and hospitality entities, and other food service businesses.
- The company is recognised for its premium private-label products and commitment to sustainable practices, coupled with a vast network of over 6,000 suppliers, making it well-suited to partner with major entities entering the U.S. market.



Performance Food Group (PFG) headquartered in Richmond, Virginia, is supported by over 150 distribution centres nationwide.

- The company serves a significant clientele of 300,000 customers, ranging from independent restaurants to national chains, and provides bespoke solutions tailored to client specifications.
- PFG's client portfolio includes major establishments such as KFC, reflecting its capability to manage large-scale distribution requirements.



McLane Company serves over 110,000 clients, operating more than 80 distribution centres throughout the U.S.

- The company specialises in grocery and food service supply chain solutions for convenience stores, mass merchants, and drug stores.
- McLane manages extensive distribution channels through its established partnership with Walmart.



Gordon Food Service (GFS) provides services to over 100,000 customers across the U.S. and Canada.

- The company operates more than 28 distribution centres, focusing on the requirements of restaurants, educational institutions, and healthcare facilities.



The H.T. Hackney Co. serves more than 20,000 customers through 28 distribution centres across 22 states.

- The company specialises in convenience store distribution, offering a diverse array of products, including food, beverages, and non-food items.
- Hackney's extensive experience and client-focused approach have resulted in collaborations with notable convenience store chains such as Circle K.



KeHE Distributors is a leading distributor of natural and organic foods.

- KeHE serves over 30,000 retail clients throughout the U.S. and Canada through 18 distribution centres.
- The company is distinguished by its emphasis on sustainable practices and its dedication to natural, organic, and speciality products.
- KeHE's notable clientele includes prominent retailers like Whole Foods Market, expanding into the health-conscious consumer market.

Other prominent entities within this sector include **Ben E. Keith Products, Shamrock Foods, Spartan Nash, UNFI, C&S Wholesale Grocers, Coremark Holding Company, and Cheney Brothers.**

08 Regulatory overview

Legislative authority / Regulatory body

United States Department of Health and Human Services Food and Drug Administration (HHS-FDA) / United States Department of Agriculture Food Safety and Inspection Service (USDA-FSIS)

Food law

Title 21 of the Code of Federal Regulations (CFR), i.e., [Title 21 - Food and Drugs](#)

[2022 Food Code](#)

Labelling regulation

[21 CFR Part 101 - Food Labelling](#)

[Guidance for Industry: A Food Labeling Guide](#)

Plant-based meat and dairy products

[Draft Guidance for Industry: Labeling of Plant-Based Alternatives to Animal-Derived Foods \(January 2025\)](#)

The guidelines are not intended for implementation. Contains nonbinding recommendations.

Fermentation-derived and cultivated meat

The Federal Drugs and Cosmetics Act (FDCA) provides that food additives—defined broadly—are subject to pre-market review and approval by the FDA. However, the FDCA excludes from the definition of ‘food additive’ substances that are recognised by qualified experts as being safe under the conditions of their intended use, i.e., ‘Generally Recognized as Safe’ (GRAS). Such substances need not obtain pre-market approval.

Under the GRAS notification program, a person may voluntarily inform the FDA that the use of a substance is GRAS. A notification describes the substance, the conditions of use, and

the basis for the GRAS determination. Once it has received the notification, the FDA may respond with a letter stating that it does not question the notifier's GRAS determination. Such a letter may identify potential issues concerning the substance's labelling or use in certain foods. Alternatively, the FDA may respond with a letter stating that the notice does not provide a sufficient basis for a GRAS determination.

Smart proteins using novel substances that are not GRAS may be subject to the FDA's rigorous pre-market review and approval process.

In addition to pre-existing regulations with which APPs must comply, the FDA regulates [human food made with cultured animal cells](#) of livestock and poultry jointly with USDA-FSIS, following the [formal agreement](#) established in March 2019.

[Human Food Made with Cultured Animal Cells Inventory](#)

Genetically Modified Organism (GMO) regulation

As of January 1, 2022, food manufacturers, importers, and certain retailers must disclose foods that are bioengineered or whose ingredients are bioengineered, i.e., genetically modified. The standard defines 'bioengineered foods' as 'those that contain detectable genetic material that has been modified through certain lab techniques and cannot be created through conventional breeding or found in nature.' The required disclosure must be made through (1) text on the packaging, (2) the official USDA-approved symbol for bioengineered food, (3) a scannable link stating, 'Scan here for more food information,' or (4) an instruction that provides the consumer with a number to text for more information.

Some products, or their ingredients, may be derived from bioengineered foods but do not contain detectable modified

genetic material. Manufacturers, importers, and retailers may voluntarily disclose that these foods are derived from bioengineered foods, and the USDA has a separate label for those who wish to use them.

**Import-Export
portal or
services (if any)**

The FDA has put together [Imports & Exports Guidance Documents & Regulatory Information](#) containing nonbinding recommendations.

**Registration of
business**

USFDA registration (with a U.S. agent)

Tariff benefits

At present, there are no trade agreements with the US, and India is currently not falling under the benefits of GSP (since 2019). Accordingly, the standard rate of duty is 6.4%. Further, an additional duty of 10% is applicable across the board under the International Emergency Economic Powers Act (IEEPA).

