



2025

Global Plant-Based Protein Snack Trends White Paper

Youi Foods × AdmarV



Foreword

Global food consumption is rapidly evolving, with snacks no longer merely serving as sustenance but becoming symbols of health, convenience, and sustainable lifestyles. The application of plant-based proteins has expanded beyond traditional meat and dairy alternatives into the snacking sector. Leveraging health benefits such as low saturated fat and high dietary fiber content, alongside environmental advantages including energy conservation, emissions reduction, and dietary diversity, plant-based protein snacks are poised for new growth opportunities.

This white paper analyzes the current state of the plant-based protein snack market, consumer insights, product trends, regional variations, competitive landscape, and future opportunities based on the latest industry data. It provides actionable strategic recommendations for food companies, retail channels, and investors.



1.Executive Summary

Market Size and Growth Trends

The global plant-based protein snacks market is projected to grow from USD 42.2 billion in 2025 to USD 92.8 billion by 2035, at a CAGR of approximately 8.2% (Future Market Insights).

The upstream plant-based protein ingredients market (including pea protein, fava bean protein, and fiber protein) is projected to expand from \$23.89 billion in 2025 to \$34.97 billion by 2030, growing at a CAGR of approximately 7.9% (MarketsandMarkets).

The former reflects growth in the downstream snack market, while the latter demonstrates raw material supply potential. Collectively, these trends indicate accelerating penetration of plant-based proteins within the global health food system.

Core Trends

High-Protein: Sustained demand growth for sports nutrition, meal replacements, and recovery snacks.

Clean Label: Minimal additives, low preservatives, ingredient transparency.

Functional Snacks: High-fiber, prebiotic-enriched, low-sugar formulations.

Sustainable Packaging: Plant-based materials, recyclable solutions.

Regional Variations: North America prioritizes fitness needs; Europe driven by regulations and labeling; Asia-Pacific market experiences rapid growth.

Future 5–10 Year Insights

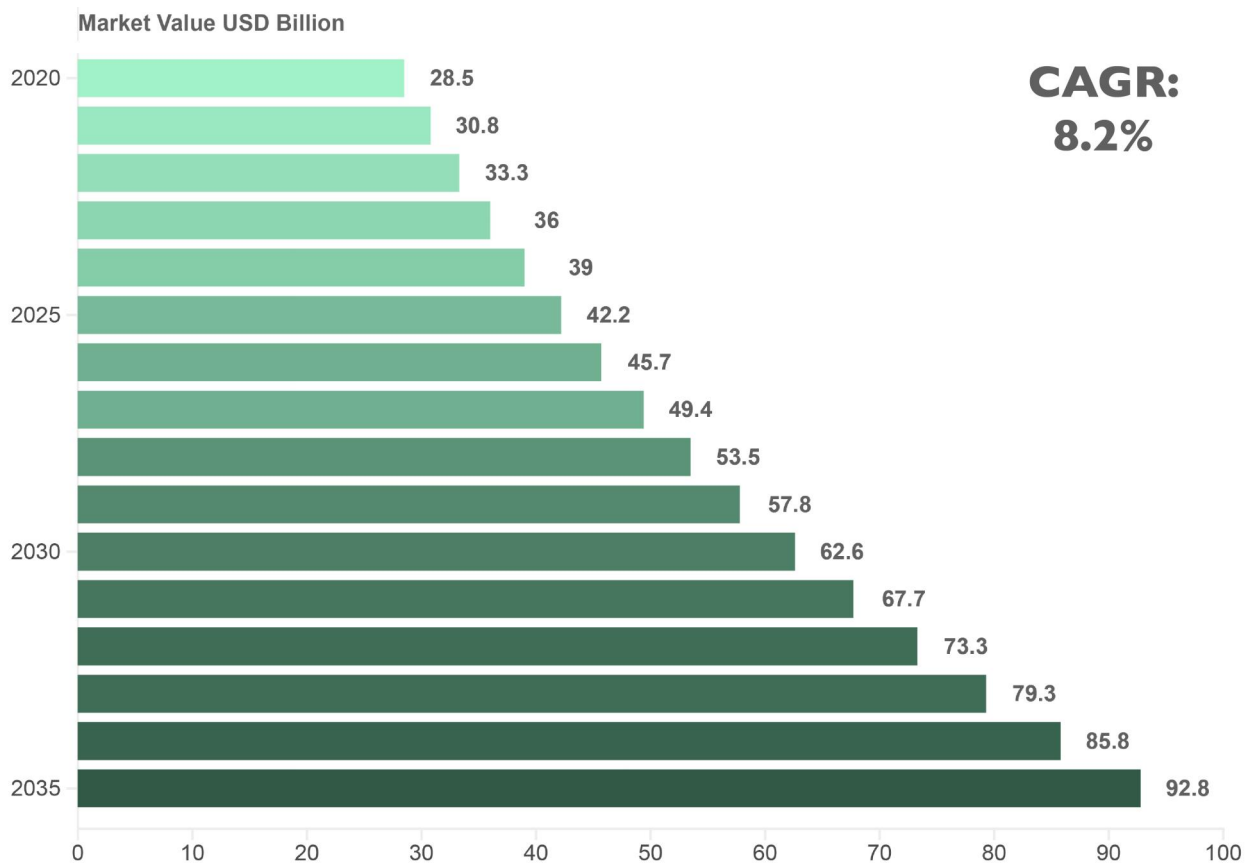
Plant-based protein snacks will evolve from “vegan alternatives” to “mainstream healthy snacks.”

Companies should prioritize high protein content, innovative ingredients (peas, fava beans, algae), and sensory experiences.

Retailers can establish dedicated “plant-based protein snacks” sections, strengthening omnichannel integration.

Investors should focus on technological innovations (fermented proteins, cell-based agriculture) and emerging brand growth.

World Market Growth and Trend Forecast of Plant-Based Snacks from 2020 to 2035



Plant-based Snacks Market Analysis - Size, Share, and Forecast Outlook 2025 to 2035, Sep 19, 2025, <https://www.futuremarketinsights.com/reports/plant-based-snacks-market>

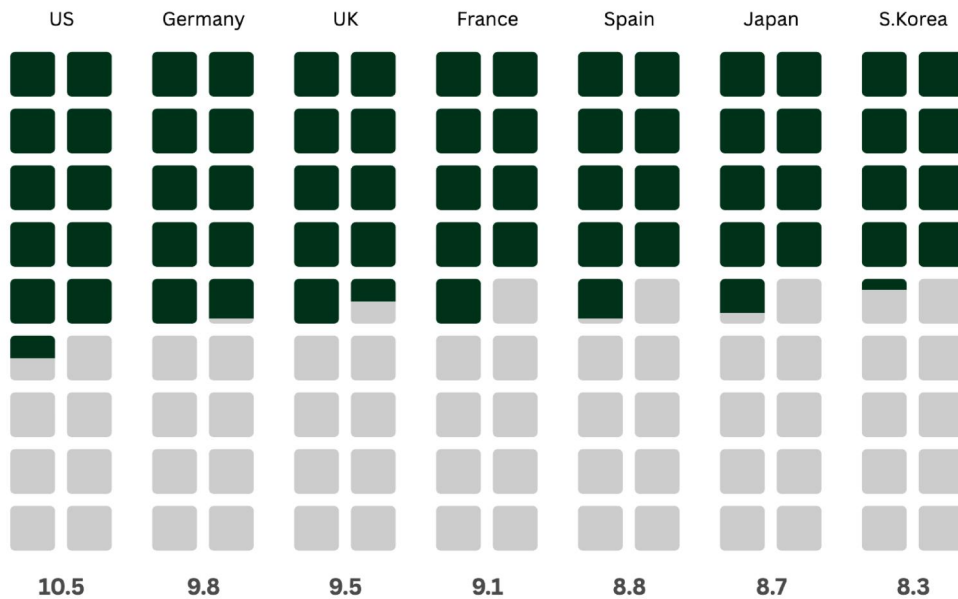
2.Global Market Overview

The global plant-based protein snack market is projected to grow from \$42.2 billion in 2025 to \$92.8 billion by 2035, with a CAGR of approximately 8.2%.

The ingredients market (protein isolates, concentrates, and fibers) is expected to achieve a CAGR of about 7.9% from 2025 to 2030, providing stable supply for downstream innovation.

Country growth CAGR from 2025 to 2035

Plant-based Snacks Market



Worldwide CAGR: 8.2%

Plant-based Snacks Market Analysis - Size, Share, and Forecast Outlook 2025 to 2035, Sep 19, 2025, <https://www.futuremarketinsights.com/reports/plant-based-snacks-market>

Regional Trends

North America: The largest healthy snack market, with plant-based protein snacks projected to account for 62.6% of the protein snack market in 2025. Fitness enthusiasts drive growth in high-protein snacks.

Europe: Regulatory and labeling requirements propel healthy snack development. Clean Label, eco-friendly, and organic trends are prominent.

Asia-Pacific, Middle East/Africa: The fastest-growing regions, driven by rising consumer health awareness. Price-sensitive yet highly receptive markets.

Product Segmentation

Legume and nut snacks, plant-based meat snacks, protein/energy bars, meal replacement snacks, baked crisps, etc.

The plant-based protein energy bar market reached approximately \$5.68 billion in 2024 and is projected to reach \$6.19 billion in 2025, with a CAGR of approximately 9%.

3.Consumer Insights

Consumption Motivators

Health and Nutrition: High protein, low sugar, high fiber, low saturated fat. Harvard Public Health research indicates increasing plant-based protein intake reduces cardiovascular disease risk by 19%.

Sustainability and Ethical Choices: 65% of European consumers prioritize sustainable ingredients, expecting brands to demonstrate environmental responsibility in packaging, supply chains, and formulations.

Dietary Diversity & Identity Expression: Flexitarianism and reduced-meat diets are gaining mainstream traction. Australian data indicates 25% of consumers actively reduce meat intake while exploring plant-based proteins.

Convenience: Snacks increasingly serve as “meal supplements” and “energy boosters.” 63% of consumers seek healthy yet convenient snack options.

What Drives Consumers to Choose Plant-Based Snacks?

Health

CVD ↓19%
CHD ↓27%

Sustainability

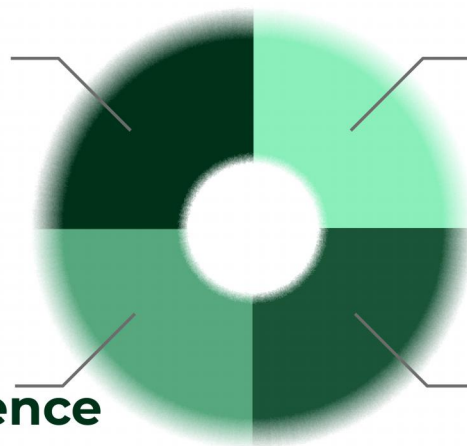
65% European consumers
prioritize

Convenience

63% want convenient &
low-impact snacks

Lifestyles

29.5% reducing meat
globally

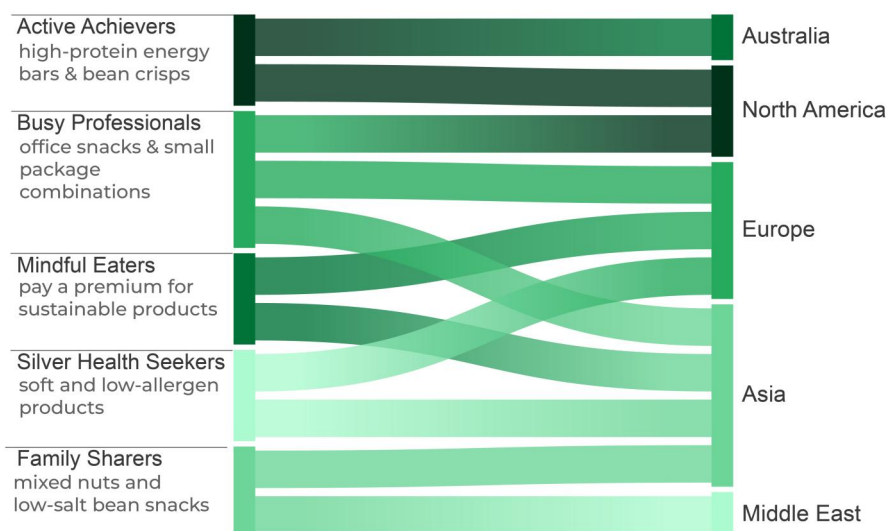


Voice of the Consumer: Sustainability Survey 2024 Key Insights, Dec 2024,
<https://www.euromonitor.com/voice-of-the-consumer-sustainability-survey-2024-key-insights/report>

Consumer Profile

Type	Characteristics	Primary	Typical Behaviors
Active Achievers	Focus on body composition management, post-workout protein	North America, Australia	Choose high-protein energy bars and bean crisps after workouts
Mindful Eaters	Emphasis on Clean Label, eco-friendly	Europe, Japan/Korea	Read labels, willing to pay a premium for “sustainability”
Busy Professionals	Seeking convenient, nutritionally	Southeast Asia, major cities in Europe/US	Prefer office snacks, small-packaged assortments
Family Sharers	Balancing taste and health, suitable for	Asia, Middle East	Prefer nut mixes, low-salt bean snacks
Silver Health Seekers	Focusing on digestive friendliness, low	Europe, Japan	Prefer soft-textured, low-allergen products

Profile of Core Consumers in the Global Plant-Base Snack Market



Key Consumption Scenarios

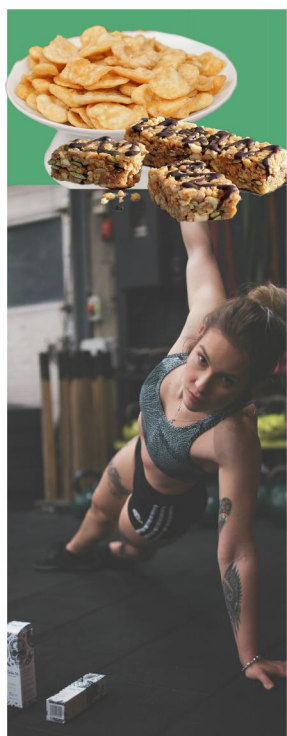
Office Snacks: Green peas, bean crisps, nut mixes.

Post-Workout Replenishment: Protein bars, baked bean crisps.

Home & Social Sharing: Mixed nuts, flavored beans, plant-based meat snacks.

E-commerce & Subscription Models: DTC subscription boxes, limited-edition flavor series catering to novelty-seeking and health-conscious lifestyles.

Top Consumption Scenarios for Plant-Based Snacks



4.Core Trend Analysis

Nutrition Trends

High-protein + low-sugar + high-fiber combinations demonstrate clear advantages.

Functional ingredients (prebiotics, vitamins, minerals, phytosterols) are gaining widespread adoption.

Emphasis on complete amino acid profiles, absorption rates, and digestibility.

Product Innovation

Baked chickpea crisps, bean + algae snacks, protein energy bars, seaweed + legume blends, etc.

Transitioning from “snack alternatives” to “standalone plant-based snacks,” prioritizing texture and flavor.

Labeling Trends

Clean Label: Minimal additives, non-GMO, low preservatives.

Ingredient Transparency: Traceable sourcing, green plant proteins, circular agriculture.

Dietary Accommodations: Gluten-free, lactose-free, low-allergen.

Sustainability

Packaging: Recyclable, biodegradable, plant-based materials, carbon footprint labeling.

Production: Low-carbon crops replacing resource-intensive animal proteins.

Circular Agriculture: Legume nitrogen fixation reduces chemical fertilizer use.

Brand Narrative: Consumer emphasis on environmental stewardship, animal welfare, and social responsibility.

Nutrition Trends



The 2025 plant-based protein trends touch on investments in new plant proteins, the potential of non-mimics of meat and dairy products, and the rise of protein-packed dairy alternatives. Jan 2025, <https://www.glanbianutritionals.com/en/nutrition-knowledge-center/insights/5-plant-based-protein-trends>

5.Regional Trend Case Studies

North America

The North American healthy snack market is experiencing robust demand. According to a Grand View Research report, the market size reached approximately \$31.9 billion in 2024 and is projected to grow to \$54.6 billion by 2033, representing a CAGR of 6.2%. High-protein snacks are gaining attention, with brands like Pop-Tarts and Doritos launching protein-enriched versions to cater to fitness and meal replacement needs. Direct-to-consumer (DTC) models combined with offline channels like gyms serve as effective promotional strategies. Hershey's Q1 2025 report indicates a 4% organic sales growth for salty snacks in North America, reflecting robust demand for functional snacks.

Europe

European consumers increasingly prioritize health and transparent labeling. Innova Market Insights notes that approximately 35% of new products feature Clean Label claims, with eco-friendly and organic being the most popular. Vegan and flexitarian trends are driving increased acceptance of plant-based snacks. Stringent regulatory requirements are promoting the adoption of health labels, with consumers referencing packaging and ingredient lists during purchases. A Glanbia Nutritionals report indicates that 70% of European consumers assess whether products meet Clean Label standards by examining ingredients.

Asia-Pacific

The Asia-Pacific plant-based snack market is growing rapidly. Grand View Research projects the market size reached approximately \$12.95 billion in 2021 and is expected to grow at a 7.8% CAGR through 2030. Increased consumer health awareness, alongside online e-commerce and social media, are key drivers. Brands achieve localized innovation by incorporating regional flavors like legumes, seaweed, and tea into products. India is recognized as one of the fastest-growing markets in Asia-Pacific, exemplifying the convergence of localization and health trends.

Middle East & Africa

The Middle East and North Africa markets place high importance on Halal certification. BCC Research indicates the Halal food market is projected to reach \$380 billion by 2030, growing at a 7.1% CAGR. While price sensitivity is high, consumers show strong acceptance of brands emphasizing health, convenience, and cultural relevance. Plant-based protein snacks hold potential to address climate and agricultural resource constraints. Americana has enhanced its local market fit through acquisitions and expansion of regional brands.

Regional Trend Case Studies

- High-protein functionality
- DTC & offline integration



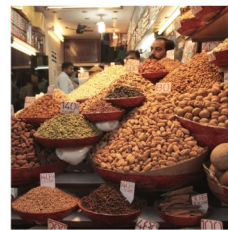
- Clean Label
- plant-based
- transparency



- Rising health awareness
- flavor localization



- Health & convenience built on Halal certification



U.S. Healthy Snacks Market (2025 - 2033)<https://www.grandviewresearch.com/industry-analysis/us-healthy-snacks-market-report>

Halal Food Industry in MENA Region: Projection for Significant Growth, Jul 24, 2025, https://www.bccresearch.com/pressroom/fod/halal-food-industry-in-mena-region?srsId=AfmBOorJpBqRr1Lq3vSGS-n5P8kVHGPNKpm2aVJg3bNotr__j0te-4fl&

6. Competitive Landscape

Emerging Startups

Niche brands typically focus on specific market segments, such as high-protein bars, functional snacks, or algae/legume innovations. They excel at rapidly reaching consumers through social media and DTC channels, gaining traction via “story-driven” marketing, sustainability appeals, and community engagement. Representative brands include HIPPEAS (chickpea chips) and Beyond Meat Snacks.

Established Food Giants Enter the Arena

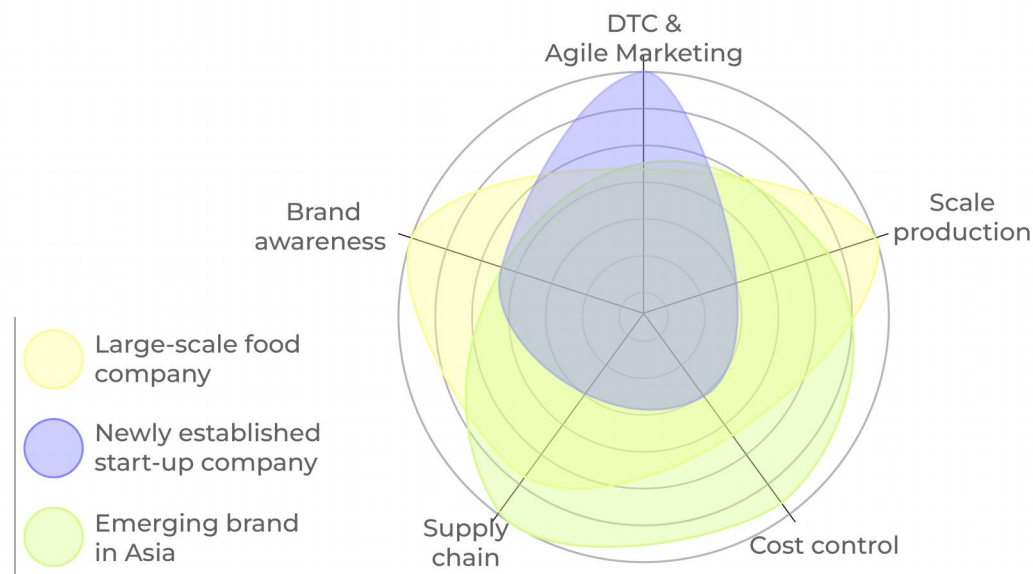
Traditional food conglomerates like Unilever and Nestlé have incorporated plant-based snacks into their strategic roadmaps, though they still face challenges in brand positioning, cost control, and channel efficiency. For instance, Reuters reported that Unilever encountered market adaptation issues within its plant-based meat business. While large corporations leverage extensive channel coverage and high brand recognition, their innovation pace remains relatively slower compared to startups.

Rise of Asian Emerging Brands

Asian manufacturers are transitioning from contract manufacturing to launching their own brands globally. Represented by companies like YouiFoods (China), these brands leverage stable supply chains, scaled production, and international certifications (BRC, HACCP, Halal, Kosher) to accelerate integration into the global healthy snack supply chain. They typically adopt a dual-track “OEM/ODM + proprietary brand” model, offering advantages in cost control, delivery efficiency, and product diversity. By innovating flavors and tailoring products to regional preferences, some brands have achieved sales breakthroughs in North American and Southeast Asian markets while building differentiated global competitiveness.

Brand	Category	Features	Region
HIPPEAS	Emerging European & American	Chickpea crisp pioneer, focuses on sustainable packaging	United States
Beyond Meat Snacks	Major Brand Expansion Lines	Extending plant-based meat influence	Worldwide
Calbee	Japanese Traditional Brands in	Emphasizing low-salt, healthy flavors	Japan
YouiFoods	Emerging Asian Brands	Focused on plant-based protein snack exports, dual-driven by manufacturing and branding, products entering North American mainstream	China

A Radar Chart Analysis of Competitive Advantages



7. Case Studies

Case Study 1: MyFitness—Achieving Rapid Growth Through Fitness Channels and Subscription Models

Background and Challenges

MyFitness, an emerging Indian wellness brand that gained popularity with its peanut butter, decided to expand into the high-protein snack market by launching protein bars. However, balancing health standards, taste, and quality presented significant challenges.

Strategy and Execution

MyFitness collaborated with Suite42 to develop an energy bar containing up to 33% protein. The product utilizes premium protein sources, contains no added sugars or preservatives, and maintains a satisfyingly crisp chocolate texture. During development, the team conducted a comprehensive analysis of comparable products on the market, meticulously comparing formulations, nutritional profiles, pricing, and flavors. Multiple rounds of taste testing refined the final recipe.

Additionally, MyFitness launched a “Healthy Snack Subscription Box” service, delivering nutritious treats to consumers on a regular basis to meet the dual demand for “convenience

+ health.” This innovative model not only boosted repeat purchase rates but also expanded market influence.

Results

With Suite42’s support, MyFitness successfully launched its high-protein energy bars, growing its output value from 2.5 million rupees to 15 million rupees. It has become one of the fastest-growing brands in India’s healthy snack market.

High-Protein Healthy Snacks in the US Market



Case Study 2: Youi Foods—Driving U.S. Market Success Through OEM Partnerships

Market Entry and Brand Positioning

Youi Foods, a Chinese enterprise specializing in plant-based protein snacks, has built a strong reputation as a reliable OEM/ODM partner for U.S. brands. Leveraging its advanced production capabilities and robust supply chain, Youi Foods manufactures high-quality plant-based snacks for a well-known American bean snack brand, enabling the partner brand to expand in mainstream U.S. retail channels such as Costco, Sam’s Club, Amazon, and Walmart.

The products are positioned as “high-protein healthy snacks,” aligning with U.S. consumers’

increasing demand for nutritious and convenient snacking options. During market entry, the partnership addressed several challenges:

- **Consumer Education:** Promoting roasted edamame and similar plant-based snacks as a new, healthy category to U.S. consumers.
- **Channel Requirements:** Meeting the strict quality standards, labeling, and supply demands of large supermarket chains.
- **Competitive Differentiation:** Ensuring the partner brand's products stood out in a crowded healthy snack market through consistent quality and high-protein content.

Youi Foods' U.S. Distribution Network



Market Promotion and Channel Development

- **Social Media Support:** Youi Foods assists the partner brand in producing content for Facebook, Instagram, YouTube, and LinkedIn, including factory tours, production process videos, and seasonal campaigns to enhance consumer trust and transparency.
- **Trade Shows and Sampling Events:** Participation in international food exhibitions and U.S. tasting events boosts brand visibility and supports retail adoption.
- **Reliable Supply Chain:** Long-term partnerships and streamlined logistics ensure uninterrupted product availability across major U.S. retail and e-commerce platforms.

Achievements

Through this OEM collaboration, the U.S. partner brand's roasted edamame products exceeded \$60 million in sales, receiving extensive positive reviews and securing stable shelf space in multiple supermarkets. Youi Foods' excellence in production quality, scalability, and supply reliability has established it as a model for Chinese manufacturers supporting international brand growth in mature markets.

8.Future Outlook (2025–2030)

Technology-Driven: Making Plant Proteins More “Snack-Like”

Future plant protein technologies are rapidly advancing along two pathways:

First, through techniques like ultrasonic/enzyme-assisted extraction, membrane separation, isoelectric point precipitation, and extrusion molding, the solubility and texture of plant proteins from peas, fava beans, and other sources are being enhanced to achieve a crispy texture closer to traditional snacks;

Second, enhancing flavor and functionality through fermentation and precision fermentation—eliminating beany odors while generating small molecules that improve texture, and even creating functional components similar to animal proteins. These technologies are gradually moving toward commercial implementation.

Consumer Trends: From “Substitutes” to “Everyday Healthy Snacks”

Plant-based proteins are evolving from “vegan alternatives” into mainstream healthy snacks. Consumers increasingly prioritize labels like “high-protein, low-sugar, low-calorie,” viewing plant-based products as ideal choices for fitness, blood sugar management, and daily energy replenishment.

Personalized nutrition trends are also emerging, with brands launching customized snacks based on gender, age, and lifestyle—such as post-workout recovery protein bars and intermittent fasting energy balls.

Snack consumption scenarios are expanding beyond leisure to diverse contexts like “functional replenishment,” “meal replacement,” and “travel energy boosts.”

Future Opportunities: From “Functional Upgrades” to “Scenario Expansion”

Four future growth directions:

Ingredient Innovation: Sustainable plant-based proteins (peas, fava beans, algae) offering lower costs and enhanced functionality will become competitive barriers.

Category Expansion: Extending beyond protein bars into new formats like crispies, energy balls, and nut blends.

Channel Integration: Synergizing online and offline channels through brand communities and fitness-scenario marketing.

Global Expansion: Asia-Pacific, Middle East, and Latin America will emerge as the next growth frontiers.

9.Conclusions and Action Recommendations

For Food Companies:

Future competition will center on “high protein + great taste + low burden.” Companies should increase R&D investment in plant-based protein snacks, focusing on exploring new ingredients like legumes and algae. This approach enhances protein content while

controlling sugar-to-fat ratios, balancing health and flavor.

Product positioning should shift from “pure vegan alternatives” to “mass-market healthy snacks,” incorporating sustainable packaging and brand narratives to strengthen consumer loyalty.

For distribution channels, establish omnichannel marketing systems while exploring subscription models, community engagement, and fitness-scenario promotions.

For Retailers

Plant-based protein snacks are emerging as a distinct category. Shelf displays and product selection should highlight selling points like “high protein,” “plant-based,” and “clean label.” Combine online promotions with in-store tastings to boost conversion rates.

Simultaneously monitor emerging brands and innovative products, maintaining frequent new product launches and flexible restocking mechanisms.

For Investors

Prioritize companies focused on ingredient innovation, functional plant-based snacks, DTC brands, and those with international expansion potential. Be wary of competitive pressure from traditional giants entering the market, as well as technical barriers like ingredient costs and flavor adaptation.

Emerging markets (Asia-Pacific, Middle East, Latin America) hold significant potential, but risks such as channel systems, cultural adaptation, and price sensitivity require careful assessment.

10. Appendix

<https://www.marketsandmarkets.com/Market-Reports/plant-based-protein-market-14715651.html>

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<https://www.suite42.in/how-suite42-helped-myfitness-scale-its-protein-bar-line/>