

Bean Sprouts Market By Type (Mung Bean Sprouts, Soybean Sprouts, Alfalfa Sprouts, Radish Sprout, Others) , By Source (Conventional, Organic) By Application (Foodservice Industry, Household Consumers, Food Processing Industry) By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online Sales Channel, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The global bean sprouts market was valued at \$4.5 billion in 2023, and is projected to reach \$6.3 billion by 2033, growing at a CAGR of 3.5% from 2024 to 2033.

Bean sprouts are young, tender shoots that emerge from germinated beans, typically mung beans or soybeans. These sprouts are commonly used in various cuisines, especially in Asian cooking, for their crunchy texture, mild flavor, and nutritional benefits. Bean sprouts are produced by soaking beans in water until they sprout, after which the beans are cultivated in a warm, humid setting for several days. During this time, they develop thin, pale stems with tiny, undeveloped leaves. Bean sprouts are rich in vitamins, minerals, and enzymes, which makes them a healthy addition to salads, stir-fries, soups, and sandwiches.

The growth of the bean sprouts market is driven by rise in popularity of plant-based diets. Bean sprouts are a staple in vegetarian and vegan diets, offering a rich source of plant-based protein, fiber, vitamins, and minerals. As more individuals adopt plant-based lifestyles for health, environmental, and ethical reasons, the demand for versatile

and nutritious plant-based ingredients such as bean sprouts has increased simultaneously. Moreover, local and regional production of organic bean sprouts has witnessed a surge, with numerous small-scale and regional organic farmers cultivating and distributing these sprouts to cater to local demand, especially in regions with significant populations of health-conscious consumers. The trend is expected to boost the growth of the bean sprout market by providing consumers with access to fresher, locally sourced products, thereby enhancing their appeal and perceived quality.

However, concerns related to food safety and hygiene in bean sprout production restrain the market demand for bean sprouts. Instances of foodborne illnesses linked to contaminated sprouts can lead to a loss of consumer trust and confidence in the product, resulting in reduced sales. Nevertheless, investment in R&D for extending shelf life and enhancing quality of the product has created market growth opportunities in the bean sprouts market. For instance, in March 2021, Jonathan Sprouts launched Sprouty Snacks to increase the product portfolio of roasted and seasoned sprouted beans and lentils.

Segmentation Overview

The bean sprouts market is segmented into type, source, application, distribution channel, and region. Depending on type, the market is divided into mung bean sprouts, soybean sprouts, alfalfa sprouts, radish sprouts, and others. As per source, it is bifurcated into conventional and organic. According to the application, the market is categorized into foodservice industry, household consumers, and food processing industry. By distribution channel, it is categorized into supermarkets/hypermarkets, convenience stores, specialty stores, online sales channel, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By type, the mung bean sprouts segment held the highest market share in 2023.

Depending on source, the organic segment accounted for the largest share in the market in 2023.

According to the application, the household consumers segment acquired the highest market share in 2023.

As per distribution channel, the supermarkets/hypermarkets segment gained the maximum market share in 2023.

Region wise, Asia-Pacific dominated the bean sprouts market in 2023.

Competitive Analysis

The major players operating in the bean sprouts market include Henan Lvsezhongyuan, Zhengzhou New Village, Ningbo Wulongtan, Anhui Anxin, Fuji Natural Foods, Narita Foods, Pulmuone, Daesang, and Jonathan Sprouts. Other players in bean sprouts market includes Shanghai Yuanye Bio-Tech Co., Ltd., Nature's Sensation, Sungr Sprouts, Jonathan Sprouts, Evergreen Fresh Sprouts, Bangkok Ranch Public Company Limited, Shree Sai Sprouts, Dong-A Sprout Co., Ltd., and Golden Value Sprouts. These players have adopted several strategies to sustain their position in the market.

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Investment Opportunities

Product Life Cycles

Upcoming/New Entrant by Regions

Technology Trend Analysis

Distributor margin Analysis

Pain Point Analysis

Regulatory Guidelines

Additional company profiles with specific client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Expanded list for Company Profiles

Historic market data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Market share analysis of players at global/region/country level

SWOT Analysis

Key Market Segments

By Type

Mung Bean Sprouts

Soybean Sprouts

Alfalfa Sprouts

Radish Sprout

Others

By Source

Conventional

Organic

By Application

Foodservice Industry

Household Consumers

Food Processing Industry

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online Sales Channel

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Henan Lvsezhongyuan

Zhengzhou New Village

Ningbo Wulongtan

Anhui Anxin

Fuji Natural Foods

Narita Foods

Pulmuone

Daesang

Jonathan Sprouts

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