

Tempeh Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024–2032

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Abstracts

The Global Tempeh Market, valued at USD 4.3 billion in 2023, is projected to grow at a CAGR of 5.3% from 2024 to 2032. This growth is primarily driven by the increasing popularity of plant-based diets, heightened consumer interest in healthier food options, and a growing awareness of the environmental impact associated with animal-derived protein sources. Originating from Indonesian culinary traditions, tempeh is a fermented soybean product that has established itself as a significant player in the alternative protein market. Its rise in popularity can be attributed to its impressive nutritional profile, versatility in cooking, and sustainable production methods. As consumers shift towards more sustainable and plant-based food choices, tempeh has become a preferred option for health-conscious individuals and the vegan community.

The health benefits of tempeh, including its high protein content, gut-friendly probiotics, and essential vitamins, have led to increased consumer demand. The soybean-based tempeh market accounted for USD 2.7 billion in 2023, with an expected CAGR of 5.8% during the forecast period. Its traditional roots and high protein levels contribute to its market dominance, aided by its widespread availability. However, alternative varieties like multi-grain and chickpea-based tempeh are gaining traction, especially among consumers looking for diverse options and specific dietary advantages, such as increased fiber content and unique nutrient profiles.

The fresh tempeh segment, valued at USD 2.1 billion in 2023, is anticipated to grow at a CAGR of 5.7% from 2024 to 2032. The tempeh market is evolving to meet diverse consumer preferences. Fresh tempeh remains popular among traditionalists and those who prefer minimally processed foods, while frozen tempeh is becoming increasingly favored for its convenience and extended shelf life, making it a staple in grocery stores. Additionally, ready-to-eat tempeh products, including pre-cooked and marinated varieties, are trending among busy consumers seeking quick and nutritious meal solutions. North America is expected to represent a substantial segment of the tempeh

market, with an anticipated value of USD 1.6 billion in 2023 and a projected growth rate of 5.7% CAGR.

The United States is at the forefront of this trend, driven by the rising adoption of vegan and vegetarian lifestyles, greater awareness of the health and environmental effects of meat consumption, and tempeh's growing availability in mainstream grocery outlets. As the market continues to evolve, tempeh is set to become an increasingly popular choice for health-conscious consumers worldwide.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Key manufacturers
 - 3.1.2 Distributors
 - 3.1.3 Profit margins across the industry
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.2 Market challenges
 - 3.2.3 Market opportunity
 - 3.2.3.1 New opportunities
 - 3.2.3.2 Growth potential analysis
- 3.3 Raw material landscape
 - 3.3.1 Manufacturing trends
 - 3.3.2 Technology evolution
 - 3.3.2.1 Sustainable manufacturing
 - 3.3.2.1.1 Green practices
 - 3.3.2.1.2 Decarbonization
 - 3.3.3 Sustainability in raw materials
 - 3.3.4 Pricing trends (USD/Ton), 2021 - 2032

- 3.3.4.1 North America
- 3.3.4.2 Europe
- 3.3.4.3 Asia Pacific
- 3.3.4.4 Latin America
- 3.3.4.5 Middle East & Africa
- 3.4 Regulations & market impact
- 3.5 Porter's analysis
- 3.6 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Company market share analysis
- 4.2 Competitive positioning matrix
- 4.3 Strategic outlook matrix

CHAPTER 5 MARKET SIZE AND FORECAST, BY SOURCE, 2021-2032 (USD MILLION, TONS)

- 5.1 Key trends
- 5.2 Soybean-based tempeh
- 5.3 Multi-grain tempeh
- 5.4 Chickpea-based tempeh
- 5.5 Others

CHAPTER 6 MARKET SIZE AND FORECAST, BY PRODUCT TYPE, 2021-2032 (USD MILLION, TONS)

- 6.1 Key trends
- 6.2 Fresh tempeh
- 6.3 Frozen tempeh
- 6.4 Ready-to-eat tempeh
- 6.5 Tempeh burger patties
- 6.6 Tempeh strips

CHAPTER 7 MARKET SIZE AND FORECAST, BY FLAVOR TYPE, 2021-2032 (USD MILLION, TONS)

- 7.1 Key trends
- 7.2 Flavored

7.3 Unflavored

CHAPTER 8 MARKET SIZE AND FORECAST, BY DISTRIBUTION CHANNEL, 2021-2032 (USD MILLION, TONS)

8.1 Key trends

8.2 Supermarkets & hypermarkets

8.3 Specialty stores

8.4 Online retailers

8.5 Food service

8.6 Health food stores

CHAPTER 9 MARKET SIZE AND FORECAST, BY REGION, 2021-2032 (USD MILLION, TONS)

9.1 Key trends

9.2 North America

9.2.1 U.S.

9.2.2 Canada

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 France

9.3.4 Italy

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 China

9.4.2 India

9.4.3 Japan

9.4.4 South Korea

9.4.5 Australia

9.4.6 Rest of Asia Pacific

9.5 Latin America

9.5.1 Brazil

9.5.2 Mexico

9.5.3 Argentina

9.5.4 Rest of Latin America

9.6 MEA

- 9.6.1 Saudi Arabia
- 9.6.2 UAE
- 9.6.3 South Africa
- 9.6.4 Rest of MEA

CHAPTER 10 COMPANY PROFILES

- 10.1 Tofurky
- 10.2 Gwen Tempeh
- 10.3 Henry's Tempeh
- 10.4 Impulse
- 10.5 Nagel GmbH
- 10.6 Noffoods
- 10.7 Nutrisoy Pty Ltd
- 10.8 Rhapsody Natural Foods
- 10.9 Schouten
- 10.10 Tootie's Tempeh

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