

Tahini Market Size, Share & Trends Analysis Report By Product (Paste & Spreads, Halva & Other Sweets, Sauces & Dips), By Distribution Channel (Online, Offline), By Region (North America, Europe, APAC), And Segment Forecasts, 2025 - 2030

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Abstracts

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Tahini Market Growth & Trends

The global tahini market size is expected to reach USD 2.29 billion by 2030, registering a CAGR of 5.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Growing popularity of tahini products with ethnic Arabic flavors in developed countries, such as U.S., Germany, U.K., France, and Italy, is expected to spur the market growth. Moreover, increasing awareness about consuming healthy, nutritious, and organic food has propelled the product demand. The sauces and dips segment is expected to experience the highest CAGR from 2025 to 2030.

Changing dietary preferences owing to the hectic lifestyle has fueled the demand for dips and sauces. Tahini dips and sauces add flavor as well as nutrition to the food products. Manufacturers are launching innovative products to cater to the increasing demand from the global food industry. For instance, in March 2018, Soom Foods, LLC launched two innovative spreading squeeze packets. The product is available in two flavors, original and chocolate sweet tahini halva spread.

Middle East & Africa generated the largest revenue share in 2024. Over the past few years, major companies in the region are adopting several marketing strategies, such as product launches, product portfolio and distribution channel expansion, and merger

and acquisition, to cater to the rising demand for vegan, gluten-free, non-GMO, Kosher products. For instance, in April 2017, El-Raey Sweetness Halva Company launched a new product line in Badr City, Egypt with a production capacity of 900 tons per day.

Tahini Market Report Highlights

The sauces and dips segment is expected to experience the highest CAGR from 2025 to 2030

The Middle East and Africa tahini market held a revenue share of 63.3% in 2024 and North America is expected to experience the fastest CAGR from 2025 to 2030

New product launches and production capacity expansion are expected to remain key marketing strategies for these companies

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