

Tofu Market Report by Product (Processed Tofu, Unprocessed Tofu), Type (Organic, Conventional), Application (Hotels, Restaurants and Catering, Food Processing, Household, and Others), Distribution Channel (Direct Sales, Supermarkets and Hypermarkets, Convenience Stores, Specialist Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global tofu market size reached US\$ 2.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.3 Billion by 2032, exhibiting a growth rate (CAGR) of 4.7% during 2024-2032. The market is experiencing steady growth driven by the growing popularity of veganism and vegetarianism, rising health consciousness among the masses, and increasing number of e-commerce platforms selling wide variety of products.

Tofu Market Analysis:

Market Growth and Size: The tofu market is experiencing stable growth globally, driven by increasing health consciousness and dietary shifts towards plant-based foods. Its size is expanding, with a notable rise in demand from both developed and emerging economies.

Major Market Drivers: Key drivers include the rising trend of health and wellness, with consumers seeking high-protein, low-fat food options like tofu. The growth in vegan and vegetarian lifestyles also significantly fuels the market.

Technological Advancements: Innovations in food processing and packaging are enhancing the shelf life and quality of tofu, making it more appealing to a broader market. Advancements in flavoring and texturing are expanding the culinary applications of tofu, attracting a wider range of consumers.

Industry Applications: Tofu is widely used in household cooking due to its versatility and nutritional benefits, with the household segment being the largest in the tofu market. It is also increasingly being used in hotels, restaurants, catering services, and in the food processing industry for developing plant-based alternatives and dairy products.

Key Market Trends: Key trends include the escalating demand for organic and non-GMO tofu products catering to health-conscious consumers. Flavored and ready-to-eat tofu varieties are gaining popularity, reflecting the consumer demand for convenience and variety.

Geographical Trends: Asia Pacific leads in the consumption of tofu, driven by the easy availability of a wide variety of tofu products. Nonetheless, North America is also emerging as a fast-growing market on account of the increasing health awareness among the masses.

Competitive Landscape: The tofu market is characterized by the presence of key players who are investing in sustainable manufacturing technologies and practices. These companies are also focusing on partnerships and mergers and acquisitions (M&As) to enhance their market position and meet the evolving environmental standards.

Challenges and Opportunities: Challenges include addressing misconceptions about the taste and texture of tofu and competing with other plant-based protein sources.

However, the rising global demand for sustainable and health-centric foods and the potential for market expansion in regions where tofu is not traditionally consumed is projected to overcome these challenges.

Tofu Market Trends:

Health and Nutritional Benefits

Tofu, made from soybeans, is a highly nutritious food item that caters to the growing demand for healthy food choices. Its high protein content makes it a favored alternative to meat, especially for those seeking plant-based diets. Unlike some plant proteins, tofu contains all nine essential amino acids, making it a complete protein source, which is particularly important for vegans and vegetarians. Additionally, tofu is low in calories but high in iron and calcium, offering substantial health benefits. These include improved heart health due to its low cholesterol and saturated fat content and potential reductions in the risk of certain cancers, attributed to the isoflavones found in soy. This has garnered attention from not only health-conscious consumers but also from those dealing with specific health conditions like hypertension and high cholesterol. The adaptability of tofu in various culinary preparations also adds to its appeal. From savory dishes to desserts, tofu can be seamlessly incorporated into numerous recipes. This

versatility is a key factor in its rising popularity, as it caters to a wide range of taste preferences and dietary requirements, including gluten-free and dairy-free diets.

Rising Vegan and Vegetarian Population

The rising popularity of veganism and vegetarianism due to ethical, health, and environmental reasons is propelling the tofu market. As awareness grows about animal welfare and the environmental impact of meat production, more people are turning to plant-based alternatives like tofu. This trend is not only prevalent among full-time vegans and vegetarians but also among flexitarians, who occasionally consume meat but often opt for plant-based options. The environmental sustainability of tofu production compared to meat is also making it a sustainable food option. Tofu requires significantly less land, water, and energy to produce, resulting in a lower carbon footprint. This aspect aligns well with the growing consumer demand for sustainable and eco-friendly food products. Furthermore, the rising plant-based diet trend is catalyzing the demand for tofu. Innovations in tofu products, such as the development of tofu-based alternatives to traditional meat products, flavored tofu, and easy-to-cook or RTE tofu options, are expanding its market. These innovations cater to a diverse range of consumers, from those seeking convenience to those desiring gourmet plant-based options.

Increasing Adoption of Vegan Lifestyle Habits

The increasing awareness about the health benefits associated with a plant-based diet, such as reduced risk of heart disease, obesity, and certain types of cancer, is driving more individuals towards veganism. Tofu, as a high-protein, low-fat option, fits well within this lifestyle. The growing demand for vegan products is leading to a wider availability and variety of vegan-friendly foods, including tofu. Supermarkets and restaurants are increasingly offering vegan options, making it easier for individuals to adopt and maintain a vegan lifestyle. Social media platforms and celebrity endorsements are playing a significant role in popularizing the vegan lifestyle. Influencers often share their experiences with plant-based diets, including creative ways to incorporate tofu into meals, which can inspire their followers to try veganism. The alignment of veganism with broader health and wellness trends, where consumers are more conscious of what they eat and its impact on their overall well-being, further increases the adoption of vegan habits. Tofu is often highlighted in dietary guides and health-focused content as a beneficial component of a balanced vegan diet.

Tofu Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on product, type, application, and distribution channel.

Breakup by Product:

Processed Tofu

Unprocessed Tofu

Processed tofu accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes processed tofu and unprocessed tofu. According to the report, processed tofu represented the largest segment.

Processed tofu encompasses a variety of tofu products that have been further processed or flavored. This includes marinated, smoked, fermented, or pre-cooked tofu, often available in ready-to-eat forms. The popularity of processed tofu stems from its convenience and versatility, appealing to consumers seeking quick and easy meal solutions without compromising on nutrition and taste. These products are particularly popular in regions with fast-paced lifestyles, where convenience is a key factor in food choices. Additionally, processed tofu often comes in a variety of flavors, catering to a diverse range of palates and culinary applications.

Unprocessed tofu, also known as fresh tofu, is the basic form of tofu, made directly from soy milk without additional processing or flavoring. This segment caters to consumers who prefer natural, minimally processed foods with no additives. It is available in various forms, such as silken, firm, and extra-firm, each suited to different culinary uses. Health-conscious consumers often favor unprocessed tofu for its pure, unadulterated nutritional profile, which is rich in protein, calcium, and iron.

Breakup by Type:

Organic

Conventional

Conventional holds the largest share in the industry

A detailed breakup and analysis of the market based on the type have also been provided in the report. This includes organic and conventional. According to the report, conventional accounted for the largest market share.

Conventional tofu is produced from non-organic soybeans and typically involves conventional farming practices that may include the use of chemical fertilizers and pesticides. The dominance of this segment is attributed to its widespread availability and generally lower price point compared to organic options. Conventional tofu is extensively available in various forms, including silken, firm, and extra-firm, catering to diverse culinary needs. It is a popular choice among a broad range of consumers, including those who prioritize affordability and those who may not specifically seek out organic products.

Organic tofu includes tofu made from soybeans grown without the use of synthetic pesticides, herbicides, or fertilizers and is often a non-genetically modified organism (GMO). Organic tofu appeals particularly to health-conscious consumers who are wary of the potential health risks associated with chemicals and GMOs in food production. Organic tofu is often perceived as being of higher quality in terms of both taste and nutritional value, which justifies its typically higher price point.

Breakup by Application:

Hotels, Restaurants and Catering
Food Processing
Household
Others

Household represents the leading market segment

The report has provided a detailed breakup and analysis of the market based on the application. This includes hotels, restaurants and catering, food processing, household, and others. According to the report, household represented the largest segment.

The household segment is the largest in the tofu market, signifying the widespread use of tofu in everyday home cooking. The popularity of tofu in household cooking is driven by its versatility, nutritional value, and ease of preparation, making it a staple ingredient in many kitchens. Consumers are increasingly incorporating tofu into their diets due to its high protein content and suitability for a variety of dietary preferences, including vegan, vegetarian, and gluten-free diets. The availability of tofu in various textures, from

silken to extra-firm, further enhances its appeal for home cooking, as it can be used in a diverse array of dishes, from stir-fries and soups to salads and desserts. The growth of this segment is supported by the increasing availability of tofu in supermarkets and grocery stores, as well as the rising consumption of healthy, home-cooked meals among the masses. Additionally, the proliferation of online recipes and cooking tutorials is making tofu more accessible to consumers who are new to cooking with it, further increasing its popularity in the household segment.

In the hotels, restaurants, and catering segment, tofu is becoming an important ingredient due to the growing demand for plant-based and health-conscious menu options. This segment leverages the versatility of tofu to create a wide range of dishes, appealing to both vegetarians and non-vegetarians. Chefs in these establishments often use tofu as a meat substitute or as a unique ingredient in its own right, creating innovative dishes that attract a diverse clientele.

The food processing segment involves the use of tofu in the production of various food products. Tofu is processed and incorporated into an array of food items, including meat alternatives, dairy-free products, and ready-to-eat meals. The growth in this segment is driven by the rising demand for convenient, healthy, and plant-based food products in the market.

Breakup by Distribution Channel:

Direct Sales

Supermarkets and Hypermarkets

Convenience Stores

Specialist Stores

Online Stores

Others

Supermarkets and hypermarkets exhibit a clear dominance in the market

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes direct sales, supermarkets and hypermarkets, convenience stores, specialist stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets form the largest segment of the tofu market. This

dominance is attributed to their wide reach and the extensive variety of tofu products they offer, ranging from different brands to various types like silken, firm, or flavored tofu. These large retail stores are often the go-to choice for consumers due to their convenience, as they provide a one-stop shopping experience for all grocery needs. Additionally, supermarkets and hypermarkets often have competitive pricing and regular promotions, which attract a broad consumer base. Their widespread presence in urban and suburban areas makes tofu easily accessible to a large segment of the population. The variety and availability of tofu in these stores also aid in increasing its visibility and trial among consumers who are new to the product.

Convenience stores represent a significant segment of the tofu market, catering to consumers seeking quick and easy access to food products. Tofu sold in convenience stores is typically pre-packaged and ready-to-eat, appealing to individuals with busy lifestyles or those looking for a convenient meal option. While the range of tofu products in convenience stores may be limited compared to supermarkets, these stores offer the advantage of extended operating hours and accessible locations, making tofu available to consumers at almost any time.

Specialist stores, such as health food stores and Asian grocery stores, are an important segment in the tofu market. These stores often offer a wider range of organic, non-genetically modified organisms (GMO), and specialty tofu products that may not be available in mainstream supermarkets. They cater to health-conscious consumers and those with specific dietary preferences or requirements. Specialist stores are also a destination for consumers seeking authentic tofu varieties and are often preferred by those with a deeper knowledge or interest in tofu and Asian cuisine.

Online stores are a growing segment in the tofu market, offering the convenience of home delivery and a wide selection of products. This channel is gaining popularity due to the increasing trend of online shopping and the convenience it offers, especially for consumers who live in areas where tofu is not readily available in physical stores. Online platforms often provide detailed product information, reviews, and comparisons, aiding in informed purchasing decisions. This segment is particularly appealing to tech-savvy consumers and those who prefer the convenience of shopping from home.

Direct sales are a smaller yet significant segment in the tofu market, involving direct transactions between manufacturers or local producers and consumers. This channel is often characterized by fresh, locally produced tofu and can include sales at local markets, local food cooperatives, or direct online sales from producers. The direct sales channel appeals to consumers who value fresh, artisanal, or locally sourced food

products and those who prefer to support local businesses and producers.

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Asia Pacific leads the market, accounting for the largest tofu market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia Pacific tofu market is driven by its deep-rooted presence in the local cuisine.

The trends in health and wellness in this region are also contributing to a renewed interest in tofu. Urbanization and the fast-paced lifestyle in many countries are leading to a growing preference for convenient and ready-to-eat tofu products. Consumers are increasingly seeking out plant-based proteins as part of a healthier lifestyle, leading to higher demand for tofu.

North America maintains a strong presence in the market due to the rising adoption of vegan lifestyle habits among the masses.

Europe stands as another key region in the market, driven by the increasing demand for plant-based proteins like tofu.

Latin America exhibits growing potential in the tofu market, fueled by the rising awareness of the health benefits of plant-based diets.

The Middle East and Africa region show a developing market for tofu, primarily driven by the increasing demand for cost-effective protein sources among the masses.

Leading Key Players in the Tofu Industry:

Key players in the tofu market are actively engaging in strategies to expand their consumer base and enhance their market presence. These strategies include product innovation, such as introducing flavored, organic, and ready-to-eat tofu products, catering to a diverse range of dietary preferences and lifestyles. Emphasis on sustainability, through eco-friendly packaging and responsible sourcing of soybeans, is also a significant focus, aligning with the global shift towards environmentally conscious consumption. Additionally, leading companies are investing in marketing and distribution channels, including online platforms, to increase accessibility and awareness of tofu products. Collaborations and partnerships with food service providers and retailers are being leveraged to penetrate new markets and demographics. These efforts by top companies reflect a comprehensive approach to cater to the evolving consumer demands and trends in the global tofu market.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Amy's Kitchen
Eden Foods Inc.
Hain Celestia

House Foods Group
Kikkoman
Morinaga & Company
Pulmuone
Tofurky
Vitasoy

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

October 2023: Amy's Kitchen unveils Family Size Entrées, a new mealtime solution in the freezer section, which will have Poblano Enchiladas and Pad Thai integrated with house-made tofu.

September 2022: House Foods Group signed a definitive agreement with Keystone Natural holdings to expand its portfolio of value-added tofu and other plant-based items and accelerate its U.S market expansion.

Key Questions Answered in This Report

1. What was the size of the global tofu market in 2023?
2. What is the expected growth rate of the global tofu market during 2024-2032?
3. What are the key factors driving the global tofu market?
4. What has been the impact of COVID-19 on the global tofu market?
5. What is the breakup of the global tofu market based on the product?
6. What is the breakup of the global tofu market based on the type?
7. What is the breakup of the global tofu market based on the application?
8. What is the breakup of the global tofu market based on the distribution channel?
9. What are the key regions in the global tofu market?
10. Who are the key players/companies in the global tofu market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL TOFU MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Processed Tofu
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Unprocessed Tofu
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY TYPE

7.1 Organic

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Conventional

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Hotels, Restaurants and Catering

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Food Processing

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Household

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

9.1 Direct Sales

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Supermarkets and Hypermarkets

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Convenience Stores

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Specialist Stores

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Online Stores

- 9.5.1 Market Trends
- 9.5.2 Market Forecast
- 9.6 Others
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany

- 10.3.1.1 Market Trends
- 10.3.1.2 Market Forecast
- 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
- 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE INDICATORS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Amy's Kitchen

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 Eden Foods Inc.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 Hain Celestia

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.3.3 Financials

15.3.3.4 SWOT Analysis

15.3.4 House Foods Group

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.4.3 Financials

15.3.4.4 SWOT Analysis

15.3.5 Kikkoman

- 15.3.5.1 Company Overview
- 15.3.5.2 Product Portfolio
- 15.3.6 Morinaga & Company
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.6.4 SWOT Analysis
- 15.3.7 Pulmuone
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 Tofurky
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
- 15.3.9 Vitasoy
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis

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