

Turkey Meat Substitutes Market Report by Type (Tofu and Tofu Ingredients, Tempeh, Textured Vegetable Protein (TVP), Seitan, Quorn, and Others), Source (Soy, Wheat, and Others), Category (Frozen, Refrigerated, Shelf-Stable), Distribution Channel (Supermarkets and Hypermarkets, Health and Food Stores, Convenience Stores, and Others), and Region 2026-2034

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Abstracts

The turkey meat substitutes market size reached USD 100.6 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 173.5 Million by 2034, exhibiting a growth rate (CAGR) of 6.24% during 2026-2034. The market is primarily driven by emerging technological advancement, growing health consciousness, rising number of vegan and vegetarian consumers, and significant expansion in retail sector and product innovation.

TURKEY MEAT SUBSTITUTES MARKET TRENDS:

Significant Retail Expansion and Product Innovation

The proliferation of retail outlets selling alternatives to turkey meat substitutes is driving the market growth. Additionally, customers now find more plant-based meat substitutes since supermarkets, specialized shops, and internet retailers have a wider range of them. Moreover, the increasing need for meat alternatives due to increased availability entices potential customers to give it a try. Another important component is manufacturers' ongoing innovation in products. According to Euromonitor, retail sales of

plant-based meat reached \$6.1 billion in 2022, marking an 8% increase in dollar sales and a 5% rise in weight sales compared to the previous year. This growth was especially significant in Latin America and Europe. Therefore, this trend suggests that there is a potential market for turkey alternatives as people are looking for more sustainable and healthful food options across the region. At present, businesses are creating alternatives that taste, feel, and are nutritionally similar to meat, appealing to vegetarians and meat eaters who want to cut back on their intake.

Technological Advancements

The quality and appeal of turkey meat alternatives have greatly increased owing to technological developments in food science. Additionally, improvements in plant-based protein sources, like mycoprotein, soy, and peas, have resulted in the creation of meat substitutes with superior flavor and texture. These developments increase consumer acceptability of plant-based turkey alternatives by making them more appealing and fulfilling. Additionally, producers are now able to produce goods that nearly resemble the juicy and fibrous qualities of authentic turkey flesh thanks to the application of contemporary food processing processes.

These improvements are essential to draw in meat-eaters who wish to cut back on their meat consumption without sacrificing taste or gastronomic experience. Besides this, in 2023, Beyond Meat published its second ISO-reviewed Life Cycle Assessment (LCA), revealing that Beyond Burger 3.0 patty generates 90% less greenhouse gas (GHG) emissions, uses 97% less water and land, and uses 37% less non-renewable energy compared to a typical traditional beef patty.

TURKEY MEAT SUBSTITUTES MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on type, source, category and distribution channel.

Type Insights:

Tofu and Tofu Ingredients

Tempeh

Textured Vegetable Protein (TVP)

Seitan

Quorn

Others

The report has provided a detailed breakup and analysis of the market based on the type. This includes tofu and tofu ingredients, tempeh, textured vegetable protein (TVP), seitan, quorn, and others.

Source Insights:

Soy

Wheat

Others

A detailed breakup and analysis of the market based on the source have also been provided in the report. This includes soy, wheat, and others.

Category Insights:

Frozen

Refrigerated

Shelf-Stable

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes frozen, refrigerated, and shelf-stable.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Health and Food Stores

Convenience Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, health and food stores, convenience stores, and others.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies

have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey meat substitutes market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey meat substitutes market on the basis of type?

What is the breakup of the Turkey meat substitutes market on the basis of source?

What is the breakup of the Turkey meat substitutes market on the basis of category?

What is the breakup of the Turkey meat substitutes market on the basis of distribution channel?

What are the various stages in the value chain of the Turkey meat substitutes market?

What are the key driving factors and challenges in the Turkey meat substitutes?

What is the structure of the Turkey meat substitutes market and who are the key players?

What is the degree of competition in the Turkey meat substitutes market?

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