

Tofu Market Forecasts to 2032 – Global Analysis By Product (Texture-Based Tofu, Specialty Tofu and Processing Classification), Type (Organic and Conventional), Form, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Tofu Market is accounted for \$3.28 billion in 2025 and is expected to reach \$4.71 billion by 2032 growing at a CAGR of 5.3% during the forecast period. Tofu, sometimes referred to as bean curd, is a protein-rich, multipurpose food that is created by pressing soy milk curds into solid white blocks. It was first used as a plant-based protein in China more than 2,000 years ago, and it is now a mainstay in many Asian cuisines and is becoming more and more well-known globally. There are four different textures of tofu: silky, soft, firm, and extra-firm. Each texture works well with a variety of cooking techniques, including stir-frying, grilling, baking, and soups. Since it has a mild flavor by nature and easily absorbs the marinades and seasonings it is cooked with, it can be used in both savory and sweet recipes. Particularly among vegetarians and vegans, tofu is prized for its nutritional qualities and is high in iron, calcium, and essential amino acids.

According to the Food and Agriculture Organization (FAO) of the United Nations, Tofu production requires very minimal land and generates relatively low greenhouse gas emissions—about 1.6 kg CO₂-equivalent per 100 g of protein, alongside modest land use of 1.3 m² per 1,000 kcal, making tofu one of the most environmentally efficient protein sources.

Market Dynamics:

Driver:

Health awareness & nutritious advantages

Growing global health consciousness has a significant positive impact on the tofu market. Tofu is a great fit for the trend of consumers looking for foods that are high in nutrients but low in bad fats. Tofu, which is made from soybeans, is a great plant protein substitute that contains all nine essential amino acids as well as important minerals like calcium, iron, and magnesium. Its low calorie density aids in weight management, and its cholesterol-free composition promotes heart health. Additionally, research indicates that soy protein may lower the risk of chronic diseases, control blood sugar levels, and lower LDL cholesterol. Because of these qualities, tofu is a well-liked option for health-conscious consumers looking for both functional and preventive nutrition.

Restraint:

Perceptions of texture and taste

To some consumers, especially those who are used to diets high in meat, tofu's mild flavor and tender texture are unappealing or unsatisfactory. It may not seem as appetizing as animal proteins with rich flavors if it is not properly prepared or seasoned. Repeat business from first-time customers may be discouraged by this perception. Cultural familiarity is important; extra culinary instruction and promotion may be needed in areas with weak tofu traditions to promote adoption. It takes work on the part of producers and foodservice providers to break through this barrier, but marinades, spices, and creative recipes can help. Furthermore, the key to increasing its appeal is enhancing consumer perception through improved product positioning and flavor-enhanced offerings.

Opportunity:

Growing interest in plant-based foods

The global trend toward plant-based diets offers tofu producers a significant opportunity. As vegetarianism, veganism, and flexitarian diets gain popularity, tofu's status as a complete, adaptable plant protein makes it an obvious choice for consumers cutting back on their consumption of animal products. Growing knowledge of the moral and environmental advantages of plant-based diets reinforces this demand. Tofu-based dishes are becoming more widely known as foodservice industries quickly incorporate them into their menus. Moreover, consumer interest is increased by plant-based recipe

sharing, social media trends, and celebrity endorsements.

Threat:

Disruptions in the supply chain

Due to its heavy reliance on a steady supply of soybeans, the tofu industry is susceptible to disruptions from trade restrictions, geopolitical unrest, and climate events. While political unrest and export restrictions can restrict access to raw materials, extreme weather conditions like heat waves, floods, and droughts can lower soybean yields. Supply chain bottlenecks can result in stock shortages, increased expenses, and shipment delays, as the COVID-19 pandemic showed. Even brief delays can result in spoiling and financial loss for perishable goods like tofu. Manufacturers run the risk of production halts, lost sales opportunities, and damaged consumer trust as a result of inconsistent product availability if they don't have diversified sourcing and strong logistics.

Covid-19 Impact:

On the tofu market, the COVID-19 pandemic brought both opportunities and challenges. Production and distribution were first hampered by lockdowns and supply chain interruptions, which increased the risk of spoiling perishable tofu because of delayed transit and decreased retail activity. As eateries shut down or operated at reduced capacity, the demand for foodservice fell. A rise in home cooking and health-conscious eating, however, was also brought on by the pandemic, which encouraged more people to try plant-based proteins like tofu. Additionally, retail sales growth was bolstered by growing interest in sustainable food choices and diets that boost immunity, particularly through supermarkets and online channels.

The Block segment is expected to be the largest during the forecast period

The Block segment is expected to account for the largest market share during the forecast period. Block tofu still accounts for more than 55% of segment revenue, making it the most popular type in the global tofu market. Its long-standing appeal is due to its traditional culinary origins and remarkable adaptability—it can be crumbled, sliced, cubed, or pan-fried, making it perfect for both straightforward home cooking recipes and savory main courses. Its firm—and occasionally extra-firm—texture absorbs flavors well and adds structure to salads, soups, curries, and stir-fries. Furthermore, block tofu's status as the preferred option for both homes and foodservice is maintained by its

versatility and broad consumer familiarity.

The online stores segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the online stores segment is predicted to witness the highest growth rate, driven by the growing desire of consumers, particularly in the wake of the pandemic, for easy, at-home shopping experiences. In order to help consumers make educated decisions, e-commerce sites and grocery delivery services provide a large assortment of tofu products, including organic, specialty, and non-GMO options, along with thorough product descriptions and user reviews. The attractiveness of this market is further increased by smartphones and internet access, which facilitate speedy discovery and acquisition. The popularity of online meal planning and the trend toward healthier eating also contribute to tofu's growth in e-commerce. Moreover, online retailers are anticipated to maintain their remarkable growth trajectory as global adoption of digital technology continues to increase.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, motivated by its long-standing custom of consuming tofu and its profound cultural integration of soy-based products. More than 70% of the world's soybeans were produced in the region in 2024, guaranteeing a consistent supply of raw materials for the production of tofu. With a projected 37% share of the Asia-Pacific market value in 2024, China stands out as the region's largest market. China has a long history of producing tofu—more than 2,000 years—and strong domestic production capabilities, which are responsible for this dominance. Additionally, the demand for tofu in the area is also supported by the expanding trend of plant-based diets and rising consumer health consciousness.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by a rise in consumers who are concerned about their health and a growing inclination toward plant-based diets. In nations like China, Japan, and South Korea, where tofu has long been a staple food and is currently becoming more and more well-liked by younger, health-conscious people, this trend is especially noticeable. Growing urbanization, rising disposable incomes, and the accessibility of tofu through contemporary retail channels and e-commerce platforms all contribute to the region's

strong market expansion. Because of this, the tofu market in Asia-Pacific is not only the biggest but also the one that is expanding the fastest, with forecasts pointing to further robust growth in the years to come.

Key players in the market

Some of the key players in Tofu Market include Eden Foods Inc, Kikkoman Corporation, Hain Celestial Group, Saga Foods Co., Ltd., Morinaga Milk Industry Co., Ltd., House Foods Group Inc, Cauldron Foods Ltd., Monde Nissin Corporation, Pulmuone Co., Ltd, Hodo Foods, Nasoya Foods Inc., Vitasoy International Holdings Ltd., San Jose Tofu Company, Tyson Foods Inc., Sysco Corporation and Tofurky.

Key Developments:

In February 2025, Morinaga Milk finalised a basic agreement with AKD to conduct a feasibility study concerning the sale of dairy goods in Singapore. The initiative will see branded products manufactured by AKD under both Morinaga and AKD's flagship 'KIN' labels, with plans to launch sales. This collaboration aligns with Morinaga Milk's broader strategic vision to enhance its global presence, which includes a target of achieving a global business sales ratio of at least 15% by the fiscal year ending March 31 2029.

In December 2024, The Hain Celestial Group, Inc. celebrated the grand opening of its Innovation Experience Center (IEC) within its Global Headquarters in Hoboken, N.J. Ushering in a new era of innovation at Hain, the company's consumer-centric and data-driven approach is helping to shape the future of better-for you, as people seek brands that inspire and support healthier living.

In June 2024, Kikkoman Corp., the soy-sauce manufacturer, has started its project to build another factory in the US. The plant will produce soy sauce and “soy sauce–related seasonings”, including teriyaki sauce. The first shipments of soy sauce are planned for the third quarter of 2026.

Products Covered:

Texture-Based Tofu

Specialty Tofu

Processing Classification

Types Covered:

Organic

Conventional

Forms Covered:

Block

Crumbled

Slices

Cubes

Patties

Other Forms

Distribution Channels Covered:

Direct Sales

Supermarkets and Hypermarkets

Convenience Stores

Specialist Stores

Online Stores

Other Distribution Channels

Applications Covered:

Consumer Applications

Commercial Applications

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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