

Tahini Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Form Type (Hulled and Unhulled), By Product Type (Pastes & Spreads, Bakery & Dessert, Sauces & Dips, and Others), By Distribution Channel (Modern Retail, Conventional Retail, Export, Hotel Restaurant & Cafe and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Tahini Market is projected to expand from USD 1.84 Billion in 2025 to USD 2.45 Billion by 2031, registering a CAGR of 4.89%. As a nutrient-rich paste made from toasted and ground hulled sesame seeds, tahini remains a staple in Middle Eastern and Mediterranean cuisines. The market's growth is primarily driven by the global transition towards plant-based diets and heightened awareness regarding the nutritional benefits of sesame, specifically its high protein and healthy fat composition. These drivers are reinforced by the extensive incorporation of sesame products into mainstream retail outlets, securing consistent demand outside of traditional ethnic grocery sectors.

Despite this upward trend, the industry confronts significant hurdles regarding the reliable sourcing of premium raw materials due to volatile agricultural yields and supply chain fragility. According to data from the Aegean Cereals, Pulses, Oilseeds and Products Exporters' Association, sesame seed export values surged by 195% in the first two months of 2024 compared to the prior year. This sharp increase underscores the intense supply-side constraints and the escalating costs of inputs necessary for tahini manufacturing.

Market Driver

The expanding global popularity of Middle Eastern and Mediterranean cuisines serves as a major catalyst for the market, effectively moving consumption from specialized ethnic sections to dominant positions in mainstream retail. The broad embrace of traditional foods like hummus and falafel has triggered a significant increase in upstream sesame processing to satisfy international needs, transforming key import regions into processing hubs. According to a January 2025 report by Mundus Agri, China's sesame seed imports grew by 23% year-on-year between January and October 2024, reaching 958,692 metric tons. To support this industrial demand, major origin sectors are increasing commercial output; APAnews reported in December 2024 that Ethiopia anticipated export revenues from oilseeds and pulses to surpass USD 700 million for the 2024/2025 fiscal year, highlighting the strong flow of raw materials needed for tahini products.

Simultaneously, product innovation involving flavored blends and ready-to-use squeeze formats is reshaping tahini from a simple ingredient into a versatile, standalone condiment. Manufacturers are actively expanding their portfolios with value-added options?such as vanilla, chocolate, and roasted garlic blends?packaged conveniently to attract younger consumers who prioritize ease of use. This strategic shift toward premium products enables brands to target new usage occasions like salad dressings and breakfast spreads. The financial impact of this diversification is evident in reports from July 2025 by Reuters, which noted that Halwani Bros, a leading producer, achieved second-quarter sales of SAR 213.9 million, proving the strong market uptake and commercial success of modern sesame derivatives.

Market Challenge

A major obstacle hindering the Global Tahini Market is the structural instability associated with sourcing raw materials, particularly the volatility inherent in the sesame seed supply. Because the industry relies on a crop heavily concentrated in specific climatic regions, it is highly susceptible to weather-related yield variations and disruptions within the supply chain. When primary production shrinks, manufacturers encounter severe shortages of high-quality feedstock, which limits processing capabilities and prevents the fulfillment of growing demand from mainstream retail channels. Consequently, this scarcity increases input costs, diminishing profit margins and complicating efforts to sustain stable pricing for end users.

This instability is underscored by recent agricultural statistics showing a contraction in the primary production base. Data from the Solvent Extractors' Association of India in August 2024 revealed that the total area dedicated to sesame cultivation during the

kharif season fell to approximately 1.01 million hectares, a decline of 9 percent from the previous year. Such a substantial decrease in acreage restricts the availability of critical inputs, generating a supply deficit that impedes market growth despite robust consumer interest.

Market Trends

The demand for clean-label, Non-GMO, and organic certified products is significantly altering the market landscape as consumers increasingly prioritize transparency and ingredients free from pesticides. This movement compels manufacturers to establish certified supply chains, shifting away from generic bulk procurement toward traceable sources that ensure adherence to rigorous health standards, especially for premium retail sectors. The growing value of these quality-verified inputs is illustrated by the performance of major organic production regions; according to a June 2024 article by Sesame Growers, Nigeria's sesame seed exports valued for their natural cultivation reached \$247.75 billion in the first quarter of 2024, a 99% increase from the prior quarter, reflecting the high premium placed on clean-label crops.

Concurrently, the integration of tahini into Western fusion cuisine and functional salad dressings is widening the ingredient's application beyond traditional dips such as hummus. Food formulators are utilizing tahini's nutty flavor and emulsification capabilities to develop plant-based marinades, dressings, and fusion bowls, a development that requires diversified supply sources to satisfy large-scale industrial volumes. This expanded utility has hastened the rise of non-traditional, mechanized production centers capable of providing consistent, high-volume output. As noted in a November 2024 report by Brazilian Farmers, Brazil exported 246,200 tons of sesame valued at USD 347.8 million in 2024, highlighting the vital role of these emerging, high-capacity origins in sustaining the global growth of sesame-based functional foods.

Key Market Players

El Rashidi El Mizan

Halwani Bros Co. Ltd

Haitoglou Bros SA

Sunshine International Foods Inc.

Kevala International LLC

Prince Tahina Ltd

R.j.m. Food Industries Ltd

Al Wadi Al Akhdar Sal

Al Yaman Factories

Al Kanater Sal

Report Scope

In this report, the Global Tahini Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Tahini Market, By Form Type

Hulled

Unhulled

Tahini Market, By Product Type

Pastes & Spreads

Bakery & Dessert

Sauces & Dips

Others

Tahini Market, By Distribution Channel

Modern Retail

Conventional Retail

Export

Hotel Restaurant & Cafe

Others

Tahini Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Tahini Market.

Available Customizations:

Global Tahini Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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