

# **Hummus Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Flavor (Roasted Red Pepper, Roasted Garlic White Bean, Creamy Avocado, Black Bean, Smoky Sweet Potato, and Others), By Packaging (Jars, Bottles, Cups, and Tubs), By Distribution Channel (Online and Offline), By Region & Competition, 2019-2029F**

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## **Abstracts**

Global Hummus Market was valued at USD 3.8 Billion in 2023 and is expected to reach USD 9.11 billion by 2029 with a CAGR of 15.7% during the forecast period. The global hummus market has experienced a remarkable surge, reflecting a cultural shift towards healthier eating habits and a growing appreciation for Middle Eastern cuisine. Hummus, a traditional Levantine spread made from chickpeas, tahini, olive oil, lemon juice, and garlic, has transcended cultural boundaries to become a beloved and versatile food staple across the globe.

The market's growth can be attributed to the rising popularity of hummus as a nutritious and flavorful food option. Its health benefits, including being rich in protein, fiber, and essential nutrients, have garnered attention among health-conscious consumers seeking plant-based, protein-rich alternatives.

Hummus's versatility has played a pivotal role in its market expansion. It serves as a dip, spread, or condiment and pairs seamlessly with various dishes, making it a versatile addition to both traditional Middle Eastern cuisine and international fare. This adaptability has widened its appeal, leading to increased consumption in diverse culinary contexts.

The hummus market has transcended geographical boundaries, with North America, Europe, and the Middle East emerging as key regions for consumption and production. The availability of diverse flavors and variations, including roasted red pepper, garlic, or spicy hummus, caters to diverse palates and contributes to the market's widespread acceptance.

Innovative product offerings, including organic, low-fat, or specialty flavored hummus, have fueled market growth. Brands continuously innovate to meet evolving consumer preferences, introducing innovative flavors, textures, and packaging formats to capture a broader market share.

Hummus's presence in both retail and food service sectors has contributed significantly to its market expansion. Its availability in supermarkets, convenience stores, and as a menu item in restaurants, cafés, and fast-food chains has increased accessibility and propelled consumption across various demographics.

The global hummus market is projected to continue its upward trajectory, driven by an increasing preference for healthier snacking options, plant-based diets, and consumers' inclination toward globally inspired cuisines. As consumer awareness of hummus as a healthy and flavorful choice grows, the market is expected to witness sustained growth and further diversification in product offerings and market penetration.

## Key Market Drivers

### Changing Dietary Preferences

Hummus, originating from the Middle East, has transcended regional boundaries to become a beloved staple in numerous countries. Its popularity stems from its versatility as a dip, spread, or ingredient in various dishes, catering to a diverse range of dietary preferences. As consumer tastes evolve, there's a growing inclination toward plant-based diets, and hummus, being a plant-based protein source, aligns perfectly with this trend. It caters not only to vegetarians and vegans but also to individuals seeking healthier and more sustainable food options. The rise of flexitarianism, where consumers actively reduce meat consumption while incorporating more plant-based foods into their diets, has fueled the demand for versatile and nutritious alternatives like hummus. Its protein-rich content, coupled with essential nutrients and a low glycemic index, positions hummus as an attractive choice in modern dietary patterns.

### Health Consciousness and Nutritional Benefits

The global emphasis on health and wellness has significantly influenced the hummus market. Consumers are increasingly prioritizing nutritious, wholesome foods that offer both taste and health benefits. Hummus, made primarily from chickpeas, tahini, olive oil, and various spices, embodies this health-conscious approach. It's recognized for its high fiber content, good fats, and essential vitamins and minerals, promoting satiety and aiding in digestive health.

The hummus is free from common allergens like dairy and gluten, making it an inclusive option for individuals with dietary restrictions or allergies. The perception of hummus as a guilt-free, nutrient-dense food aligns with the global shift toward mindful eating and balanced nutrition, driving its consumption across diverse demographics.

### Influence of Middle Eastern Cuisine and Globalization

The growing popularity of Middle Eastern cuisine has significantly contributed to the expansion of the global hummus market. As Middle Eastern foods gain appreciation and acceptance in international markets, hummus has emerged as a cornerstone of this culinary wave. Its integration into various cuisines and its versatility as a condiment or standalone dish have fueled its global appeal.

Globalization and cultural exchange have played a pivotal role in introducing hummus to new markets, transcending cultural boundaries and becoming a mainstream food item. The availability of diverse flavors and innovative variations, such as roasted red pepper, garlic, or spicy hummus, caters to evolving tastes, making hummus a staple not only in Middle Eastern households but also on tables worldwide.

The global hummus market's growth is driven by the convergence of shifting dietary preferences toward plant-based foods, the increased focus on health and nutrition, and the expanding influence of Middle Eastern cuisine. As consumer awareness regarding healthier eating habits continues to rise and culinary diversity expands, hummus remains poised for sustained growth and integration into diverse culinary traditions worldwide.

### Key Market Challenges

#### Competition and Market Saturation

One of the foremost challenges facing the global hummus market is the intensifying

competition among manufacturers and the potential for market saturation. The market has witnessed a proliferation of hummus brands and products, leading to increased competition for shelf space, consumer attention, and market share. Established brands vie against each other while contending with the entry of newer, niche, or private-label products.

This saturation leads to challenges in brand differentiation and innovation. As the market becomes crowded, it becomes more challenging for brands to stand out and offer unique value propositions. Moreover, price wars and aggressive marketing strategies further compound the competition, making it difficult for smaller players or new entrants to gain a foothold in the market.

### Supply Chain Disruptions and Raw Material Availability

Supply chain disruptions and fluctuations in the availability of key ingredients pose significant challenges to the global hummus market. Chickpeas, the primary ingredient in hummus production, are susceptible to weather conditions, crop failures, and geopolitical factors impacting global trade. Any disruption in chickpea supplies can significantly affect production capacities and lead to price volatility, thereby impacting profit margins and product availability.

The other essential ingredients such as tahini (sesame paste), olive oil, and spices are subject to similar supply chain challenges. Fluctuating prices and availability of these raw materials due to geopolitical tensions, climate change, or transportation issues can affect production costs and ultimately impact the retail pricing of hummus products.

### Changing Consumer Preferences and Dietary Trends

Shifting consumer preferences and evolving dietary trends present a substantial challenge to the global hummus market. While hummus has gained popularity as a healthy and nutritious snack, consumers' tastes and dietary habits continually evolve. This market is highly sensitive to changing preferences for healthier options, flavor innovations, and ingredient transparency.

The rise of alternative plant-based spreads and dips, such as avocado-based spreads or various nut-based dips, introduces competition for hummus. This competition requires hummus manufacturers to adapt by diversifying their product lines, offering innovative flavors, and addressing dietary preferences such as gluten-free, organic, or non-GMO varieties.

## Mitigating Strategies and Future Outlook

To navigate these challenges, hummus manufacturers are adopting various strategies. Innovation remains key, with a focus on introducing new flavors, incorporating superfoods, and diversifying product offerings to cater to changing consumer demands. Brands are also prioritizing sustainability in their supply chains and adopting transparent sourcing practices to assure quality and appeal to conscious consumers.

Looking ahead, the global hummus market is anticipated to continue growing, albeit with challenges. Adaptation to changing consumer preferences, investments in supply chain resilience, and fostering innovation will be crucial in maintaining and expanding market share amidst competitive pressures and shifting market dynamics.

## Key Market Trends

### Diversification of Flavors and Varieties

Traditionally, hummus was limited to its classic recipe, but the market has witnessed a proliferation of flavors and variations. Hummus manufacturers and restaurants are innovating to cater to diverse palates, offering an array of flavors such as roasted red pepper, garlic, olive, spicy jalapeño, sun-dried tomato, and even dessert-inspired options like chocolate or pumpkin spice. This diversification has expanded the consumer base by appealing to those seeking unique taste experiences beyond the traditional hummus flavor, stimulating market growth and encouraging experimentation.

The introduction of plant-based and unconventional ingredients has further fueled this trend. Variants made from black beans, edamame, lentils, and other legumes or vegetables cater to health-conscious consumers looking for protein-rich, gluten-free, or vegan alternatives. As dietary preferences evolve, the market responds by diversifying its offerings, ensuring a broader appeal and sustained consumer interest.

### Health and Wellness Driving Consumption Patterns

An increasing focus on health and wellness has profoundly influenced the hummus market. Consumers are gravitating towards healthier snack options, and hummus has emerged as a nutritious choice. It's rich in plant-based protein, fiber, and essential vitamins and minerals, positioning itself as a healthier alternative to conventional dips or spreads.

The perception of hummus as a versatile, wholesome, and clean-label product has contributed to its popularity. Consumers are drawn to its natural ingredients, absence of artificial additives, and its reputation as a nutritious snack or meal component. This trend aligns with the growing demand for convenient, yet health-conscious, food choices, driving the expansion of the hummus market globally.

### Global Expansion and Market Penetration

The global hummus market continues to expand its reach across geographical boundaries. Once considered a niche or specialty product primarily in Middle Eastern and Mediterranean cuisines, hummus has transcended regional confines and penetrated markets worldwide. Its widespread availability in supermarkets, convenience stores, and even fast-food chains reflects its growing acceptance and integration into mainstream food culture.

The surge in international travel, multiculturalism, and the increasing adoption of diverse cuisines have contributed to hummus's global appeal. As consumers become more adventurous and open-minded about trying new foods, hummus has become a familiar and favored option, symbolizing a broader trend of global culinary exploration and acceptance.

The global hummus market continues to thrive, driven by the evolution of flavors, the emphasis on health and wellness, and its expanding presence across diverse cultural landscapes. As consumer preferences continue to evolve, the market is poised to innovate further, offering an ever-expanding array of flavors, healthier alternatives, and wider accessibility. These trends underscore hummus's enduring popularity and its capacity to adapt to changing consumer demands, ensuring its sustained relevance in the global food market.

### Segmental Insights

#### Flavor Insights

Roasted garlic white bean hummus has emerged as a noteworthy contender within the expansive global hummus market, capturing consumer attention with its unique blend of flavors and nutritional appeal. This particular variant, distinct from traditional chickpea-based hummus, has gained traction for its enticing taste profile and health-conscious attributes, contributing significantly to the diversification of the hummus landscape.



The roasted garlic white bean hummus offers a departure from the classic chickpea-based recipes, introducing a creamy, velvety texture enriched with the robust essence of roasted garlic and the subtle nuttiness of white beans. This flavor fusion caters to consumers seeking a more diverse and indulgent experience in their hummus choices. White beans, a primary ingredient in this variant, bring a wealth of nutritional benefits to the table. Rich in protein, fiber, and essential minerals, white beans add nutritional value while offering a smoother consistency than chickpeas. The addition of roasted garlic not only enhances the flavor but also introduces antioxidant properties, further aligning with health-conscious consumer preferences. The growing global interest in healthier snack options and plant-based diets has spurred the rise of alternative hummus varieties like roasted garlic white bean. As consumers increasingly seek innovative flavors and healthier alternatives, this variant has resonated with a demographic seeking both culinary adventure and nutritional benefits in their food choices.

The adaptability of roasted garlic white bean hummus extends beyond traditional dipping. It serves as a versatile ingredient in various culinary applications, from sandwich spreads and salad dressings to flavorful toppings for wraps and pizzas. This versatility enhances its appeal, contributing to its rising popularity in both home kitchens and the foodservice industry. The roasted garlic white bean hummus segment is poised for continued growth within the global hummus market. Its unique flavor profile, nutritional attributes, and versatility position it as a contender for a larger share of the market, especially as consumers continue to seek innovative, healthier, and more diverse options in the snacking and dip categories. The rise of roasted garlic white bean hummus signifies a shift towards flavorful innovation and health-conscious choices within the global hummus market. Its distinct taste, nutritional benefits, and versatile usage have carved out a significant niche, contributing to the market's evolution and catering to the evolving preferences of discerning consumers worldwide.

## Regional Insights

North America has established itself as a significant player in the global hummus market, showcasing remarkable growth and influence within this thriving industry. Hummus, a versatile and beloved Middle Eastern dip made from chickpeas, tahini, olive oil, lemon juice, and garlic, has experienced a surge in popularity worldwide, with North America contributing notably to its expansion and widespread consumption.

The adoption of hummus into North American diets symbolizes the region's embrace of diverse culinary traditions. As a part of the growing trend toward healthier eating habits

and exploration of international cuisines, hummus has gained immense popularity due to its nutritious profile and delicious taste. Its versatility as a dip, spread, or condiment has appealed to a wide range of consumers seeking both flavor and health benefits. North America has seen a flourishing market for hummus, with an abundance of innovative flavors and variations catering to diverse tastes. From classic variations to adventurous blends infused with roasted red peppers, sun-dried tomatoes, or spices like sriracha, the region's hummus offerings have captivated consumers' palates, contributing to its market dominance. The region's increasing focus on health-conscious choices has been a driving force behind the surge in hummus consumption. With its rich nutritional profile—being a good source of protein, fiber, and various vitamins hummus aligns with consumers' desires for wholesome, plant-based options. As dietary preferences shift towards vegetarianism, veganism, and overall healthier eating, hummus emerges as a favored choice.

The availability of hummus in supermarkets, grocery stores, and restaurants across North America has played a pivotal role in its market penetration. Its presence in ready-to-eat sections, alongside fresh produce, or as a featured item in menus at eateries, has contributed to its accessibility and widespread adoption among consumers seeking convenient yet nutritious food options. North America's impact on the global hummus market extends beyond its own borders. The region's trends and preferences often set standards for international markets, influencing hummus consumption patterns in other parts of the world. The popularity of North American-style hummus variations has transcended cultural boundaries, contributing to the overall growth of the global hummus market.

With an evolving food landscape that prioritizes health, taste, and convenience, North America's role in the global hummus market is poised for continual expansion. The region's penchant for innovation, diverse culinary influences, and consumer-driven demand ensure its ongoing significance in shaping the trajectory of hummus consumption worldwide. As consumers increasingly seek nutritious and flavorful options, hummus remains poised to maintain its strong foothold in North America and beyond.

### Key Market Players

Nestle SA

Agrotech Foods Ltd



Cedars Mediterranean Foods Inc.

Haliburton International Foods Inc.

Bakkavor Group PLC

Harvest Moon Foods

Boar's Head Brand

Hummus Goodness

Damai International

Lakeview Farms LLC

#### Report Scope:

In this report, the global hummus market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Hummus Market, By Flavor:

Roasted Red Pepper

Roasted Garlic White Bean

Creamy Avocado

Black Bean

Smoky Sweet Potato

Others

#### Hummus Market, By Packaging:

Jars

Bottles

Cups

Tubs

Hummus Market, By Distribution Channel:

Online

Offline

Hummus 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

Turkey

Egypt

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the global hummus market.

## Available Customizations:

Global Hummus 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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14.1.3.1. Company Details

14.1.3.2. Products & Services

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

### 14.1.4. Haliburton International Foods Inc.

14.1.4.1. Company Details

14.1.4.2. Products & Services

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

### 14.1.5. Bakkavor Group PLC

14.1.5.1. Company Details

14.1.5.2. Products & Services

14.1.5.3. Financials (As Per Availability)

14.1.5.4. Key Market Focus & Geographical Presence

14.1.5.5. Recent Developments

14.1.5.6. Key Management Personnel

### 14.1.6. Harvest Moon Foods

14.1.6.1. Company Details

14.1.6.2. Products & Services



- 14.1.6.3. Financials (As Per Availability)
- 14.1.6.4. Key Market Focus & Geographical Presence
- 14.1.6.5. Recent Developments
- 14.1.6.6. Key Management Personnel
- 14.1.7. Boar's Head Brand
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products & Services
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Hummus Goodness
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products & Services
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Damai International
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products & Services
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Lakeview Farms LLC
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products & Services
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS**

- 15.1. Key Focus Areas
- 15.2. Target Flavor
- 15.3. Target Distribution Channel

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