

# **Okara Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Usage (Bread, Steamed Bread, Noodles, Others), By End User (Household, Food & Beverage Industry, Others), By Product Type (Tofu, Soy Milk, Others), By Region & Competition, 2019-2029F**

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## **Abstracts**

Global Okara Market Market was valued at USD 3.81 Billion in 2023 and is expected to reach USD 4.92 billion by 2029 with a CAGR of 4.42% during the forecast period. The increased demand for soy-based meals and heightened consumer awareness of their health benefits have propelled the growth of Okara in the functional food industry. Recent research has not only highlighted the biotransformation of soy meals but also documented the growing market demand for soy byproducts like Okara. In Singapore, around 10,000 tonnes of okara are produced each year, but effective management solutions are lacking. As a result, some companies even pay waste disposal firms to collect it.

Okara can replace part of wheat flour, soy flour, and other food-producing ingredients to enhance the fiber and protein content. With its abundant proteins, carbohydrates, and other nutrients, Okara serves as a suitable substrate for microbial fermentation. Its incorporation into various food formulations, including beverages, bread, biscuits, cakes, sausages, pancakes, candies, and nutritional flour, is expected to offer profitable opportunities for market expansion. Soy milk and tofu are staples in Asian diets, but their production generates a solid by-product called okara. In China, Japan, and Korea alone, around 4 million tonnes of okara are produced annually. Traditionally used as livestock feed, okara is now gaining attention as a food ingredient because of its high fiber content.

## Key Market Drivers

### Growing Demand for Plant-Based Proteins

One of the primary drivers behind the surge in the global okara market is the increasing consumer preference for plant-based protein sources. As the world witnesses a shift towards healthier lifestyles and dietary choices, there is a rising demand for alternatives to animal-derived proteins. Okara, being a rich source of plant-based proteins, fits perfectly into this trend. Consumers are increasingly looking for protein-rich foods that are sustainable, ethical, and environmentally friendly, driving the demand for okara-based products.

The nutritional composition of okara, which includes essential amino acids, fiber, and vitamins, positions it as an attractive protein source. The protein content in okara makes it a viable substitute for traditional protein sources, appealing to health-conscious consumers and those following vegetarian or vegan diets.

### Health and Wellness Trends

The global wellness trend has led consumers to be more conscious of their dietary choices, seeking foods that not only provide sustenance but also offer health benefits. Okara aligns with these trends, being a nutrient-dense byproduct with several health-promoting attributes. It is low in fat, cholesterol-free, and rich in dietary fiber, making it a valuable ingredient for health-conscious individuals.

The high fiber content in okara contributes to digestive health, weight management, and blood sugar regulation. Additionally, the presence of bioactive compounds in okara, such as isoflavones, has been linked to various health benefits, including cardiovascular health and hormone regulation. As awareness of these health benefits continues to spread, the demand for okara-based products is likely to grow, driven by consumers seeking functional foods that support their overall well-being.

### Rising Interest in Sustainable Food Production

The global emphasis on sustainable practices has extended to the food industry, with consumers showing a growing interest in environmentally friendly and sustainable food sources. Okara, as a byproduct of soybean processing, aligns with sustainability goals by minimizing waste in the production of soy-based products. Manufacturers are

increasingly recognizing the importance of incorporating sustainable practices into their supply chains, and okara presents an opportunity to reduce the environmental footprint of soybean processing.

The utilization of okara as an ingredient in various food products contributes to the circular economy, promoting a more sustainable and efficient use of resources. This aligns with the values of environmentally conscious consumers who prioritize products that are not only nutritious but also produced with a commitment to reducing waste and environmental impact.

### Diverse Applications in Food Industry

The versatility of okara in the food industry is a significant driver for its market growth. Okara can be incorporated into a wide range of food products, including meat alternatives, dairy substitutes, baked goods, and snacks. Its neutral flavor and ability to absorb other flavors make it a versatile ingredient that enhances the texture and nutritional profile of various food items.

In the growing market for plant-based alternatives, okara finds applications in the development of meat analogs, plant-based milk, and protein-rich snacks. Manufacturers are innovating with okara to create products that cater to the evolving tastes and preferences of consumers. This adaptability and versatility contribute to the expanding use of okara in the food industry, driving market growth.

### Global Expansion of Soybean Production

The global increase in soybean production serves as a fundamental driver for the growth of the okara market. Soybeans are a primary source of okara, and as the demand for soy-based products rises, the production of soybeans also increases. This expansion is influenced by factors such as population growth, changing dietary habits, and the need for protein-rich crops.

Countries with significant soybean production, such as the United States, Brazil, Argentina, and China, play a crucial role in determining the availability and cost of okara. The global supply chain of soybeans directly impacts the production of okara, influencing its market dynamics. As the soybean industry continues to grow globally, it is expected to positively influence the okara market, providing a steady supply for further processing.

## Key Market Challenges

### Limited Consumer Awareness and Acceptance

One of the primary challenges hindering the global okara market is the limited awareness and acceptance among consumers. Despite the nutritional benefits and versatility of okara, many consumers remain unfamiliar with this soybean byproduct. Convincing consumers to adopt okara-based products requires extensive educational efforts to communicate its nutritional value and the diverse applications it offers.

The challenge lies not only in raising awareness but also in overcoming preconceived notions and skepticism about novel food ingredients. Consumers often exhibit resistance to incorporating unfamiliar products into their diets, and changing established dietary habits represents a significant hurdle for the okara market. Successful market penetration will depend on effective marketing strategies and educational campaigns that emphasize the health benefits and culinary possibilities of okara.

### Processing and Extraction Challenges

The production of okara involves the extraction of soy milk from soybeans, leaving behind the fibrous residue known as okara. However, the efficiency and effectiveness of this extraction process can pose challenges. Achieving a high yield of soy milk while minimizing the loss of nutrients in the remaining okara requires advanced processing techniques.

Processing challenges include finding cost-effective methods to extract soy milk on a large scale, optimizing the separation of okara from soy milk, and developing efficient ways to preserve the nutritional content of okara during processing. Overcoming these challenges is crucial for ensuring the economic viability of okara production and maintaining the quality of the final product.

### Limited Shelf Life and Storage Issues

Okara has a relatively short shelf life compared to other soy-based products, presenting a challenge for both manufacturers and retailers. The perishable nature of okara requires careful storage conditions and quick processing to prevent spoilage and maintain product quality. This limitation complicates the logistics of distribution and may lead to increased waste if not managed effectively.

Ensuring proper storage conditions throughout the supply chain becomes essential to preserve the nutritional integrity of okara-based products. Manufacturers need to invest in suitable packaging solutions and distribution practices to extend the shelf life of okara and reduce the likelihood of product deterioration, which could negatively impact consumer trust and market viability.

### Market Competition and Product Differentiation

As the demand for plant-based alternatives rises, the okara market faces stiff competition from other plant-based protein sources and innovative food products. Achieving product differentiation becomes a challenge, especially when consumers are presented with a multitude of options. Okara-based products must stand out in terms of taste, texture, nutritional profile, and versatility to capture and retain market share.

Effective marketing strategies that highlight the unique selling points of okara, along with continuous innovation in product development, are crucial for overcoming this challenge. Creating a niche for okara within the broader plant-based market requires a strategic approach to differentiate it from competing products and meet the evolving preferences of discerning consumers.

### Regulatory Compliance and Labeling Requirements

The global food industry is subject to a complex web of regulatory standards and labeling requirements. Okara-based products must comply with these regulations to ensure consumer safety and build trust in the market. Navigating the regulatory landscape, which may vary across different regions and countries, poses a challenge for manufacturers and distributors.

Meeting the stringent standards for food safety, labeling accuracy, and nutritional claims requires a comprehensive understanding of the regulatory environment. Failure to comply with these requirements can result in legal repercussions and damage the reputation of okara-based products. Overcoming this challenge involves continuous monitoring of regulatory changes, investing in quality control measures, and maintaining transparent communication with regulatory authorities.

### Dependency on Soybean Production

The global okara market is inherently linked to soybean production, and any fluctuations in soybean supply can impact the availability and cost of okara. External factors such as

climate change, pests, diseases, or geopolitical events affecting soybean crops can disrupt the supply chain. Dependence on soybean production makes the okara market vulnerable to the inherent risks associated with agricultural commodities.

To address this challenge, diversification of raw material sources and exploring alternative crops for okara production could be considered. Additionally, promoting sustainable soybean cultivation practices and establishing resilient supply chains can help mitigate the risks associated with external factors affecting soybean production.

## Key Market Trends

### Rising Popularity of Plant-Based Diets

One of the predominant trends propelling the global okara market is the increasing popularity of plant-based diets. As consumers become more conscious of the environmental impact and health implications of their dietary choices, there is a growing shift towards plant-based alternatives. Okara, being a plant-derived protein source, aligns perfectly with this trend, offering a sustainable and nutritionally rich option for those seeking alternatives to animal products.

The rise of plant-based diets is driven by concerns about animal welfare, environmental sustainability, and health-conscious living. Okara, with its high protein content and versatile applications, caters to the demand for plant-based ingredients, positioning itself as a key player in the market for those embracing a plant-centric lifestyle.

### Innovation in Plant-Based Protein Products

Innovation within the plant-based protein space is a notable trend influencing the global okara market. Manufacturers are increasingly exploring creative ways to incorporate okara into various food products, ranging from meat substitutes to dairy alternatives and snacks. The versatility of okara allows for the development of products that mimic the texture and taste of traditional animal-based items, providing consumers with more choices in the plant-based protein category.

Okara's ability to enhance the nutritional profile and texture of food products makes it a valuable ingredient in the creation of innovative plant-based alternatives. From okara-based burgers to plant-based milks and protein-packed snacks, the market is witnessing a surge in product innovation driven by the desire to cater to diverse consumer preferences within the plant-based protein segment.

## Focus on Sustainable and Circular Food Systems

The global push towards sustainability is influencing the okara market, as consumers and businesses alike seek environmentally friendly and circular food systems. Okara, as a byproduct of soybean processing, contributes to a more sustainable use of resources by minimizing waste in the production of soy-based products. This aligns with the broader sustainability goals of reducing food waste and promoting circular economies.

Consumers are increasingly drawn to products that not only meet their nutritional needs but also align with their values related to environmental stewardship. As a result, the okara market benefits from its role in promoting sustainable practices within the food industry, appealing to eco-conscious consumers who prioritize products with a lower environmental footprint.

## Expanding Applications in the Food Industry

The versatility of okara as an ingredient is a trend driving its adoption across a wide range of food applications. Beyond traditional uses, okara is finding its way into diverse products such as plant-based meats, dairy alternatives, baked goods, and snacks. Manufacturers are exploring the multifunctional properties of okara, leveraging its ability to enhance texture, improve nutritional profiles, and extend product shelf life.

The expansion of okara applications is not only limited to finished consumer products but also includes its use as an ingredient in food processing. As the food industry continues to diversify and experiment with plant-based alternatives, okara remains at the forefront of innovation, contributing to the development of a variety of novel and appealing products.

## Health and Wellness Integration

The global trend towards health and wellness is significantly influencing the okara market, with consumers seeking foods that not only align with their ethical and environmental values but also contribute to their overall well-being. Okara, with its rich nutritional profile, is positioned as a health-conscious choice. It is low in fat, cholesterol-free, and contains essential amino acids, fiber, and vitamins.

The integration of okara into health-focused product formulations, such as protein bars, shakes, and supplements, is becoming increasingly common. Health-conscious

consumers are attracted to the functional benefits of okara, including its potential to support digestive health, weight management, and heart health. This trend is likely to drive further innovation in the development of okara-based products with a specific focus on health and wellness.

## Segmental Insights

### End User Insights

In 2023, the food & beverage industry segment held the largest share of the Okara market based on application. Okara, a high-nutritional-value soybean byproduct, is rapidly gaining traction in the food and beverage industries owing to its numerous health benefits and versatility. It boasts high levels of fiber, protein, and various essential vitamins and minerals. Okara finds application as a meat extender, tofu alternative, and thickening agent in numerous recipes. The surge in demand for Okara in the food and beverage sector can be attributed to several factors, including the rising consumer preference for plant-based proteins, the increasing popularity of vegan and vegetarian diets, and the growing awareness of Okara's health benefits.

### Regional Insights

In 2023, the Asia Pacific region dominated the Okara market size, holding the largest market share. The growing adoption of plant-based diets and increasing awareness of the health benefits associated with plant-derived protein sources are significant drivers of Okara demand in the Asia-Pacific region. As consumers in Asia-Pacific increasingly seek healthier and more sustainable food choices, Okara, a protein and fiber-rich byproduct of soybean processing, has witnessed a surge in popularity. Its versatility makes it highly sought-after as a flexible ingredient in both traditional and modern Asian cuisines, benefiting from the region's cultural familiarity with soy-based products and a rising interest in vegetarian and vegan lifestyles.

### Key Market Players

Vitasoy International Holdings Ltd

House Foods Group Inc.

Morinaga Nutritional Foods, Inc.



Pulmuone Co., Ltd.

Hosokawa Micron B.V.

Schouten Europe B.V.

Mottainai Food Tech Pte. Ltd

Invigorate Foods Pvt. Ltd.

Kikkoman Corporation

OKM Corporation

#### Report Scope:

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

#### Okara Market, By Usage:

Bread

Steamed Bread

Noodles

Others

#### Okara Market, By End User:

Household,

Food & Beverage Industry

Others

#### Okara Market, By Product Type:

Tofu

Soy Milk

Others

Okara 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 Okara Market.

## Available Customizations:

Okara 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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14.1.5.3. 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. Schouten Europe B.V.

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
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  - 14.1.7.4. Key Market Focus & Geographical Presence
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  - 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 Product Type
- 15.3. Target End User

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