

Tahini 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, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Tahini Market achieved a valuation of USD 1.55 billion in 2022 and is projected to experience robust growth throughout the forecast period, with a Compound Annual Growth Rate (CAGR) of 4.5% until 2028. The global tahini market exists as a vibrant and expanding sector within the broader realm of food products. Tahini, a paste derived from ground sesame seeds, has garnered significant attention in recent years due to its versatile applications, nutritional benefits, and increasing popularity across diverse culinary traditions. The versatility of tahini makes it a highly sought-after ingredient across a range of cuisines. From traditional Middle Eastern dishes like hummus and falafel to contemporary salad dressings, dips, and baked goods, tahini's distinctive nutty flavor and creamy texture enhance a diverse array of recipes. The nutritional value of tahini contributes to its growing popularity among health-conscious consumers. Rich in essential nutrients such as protein, healthy fats, vitamins, and minerals, tahini offers a wholesome choice for individuals seeking nutrient-dense additions to their diets. The global appeal of tahini rests in its ability to transcend cultural boundaries. Its subtle nutty essence and creamy consistency render it a compelling addition to an array of cuisines, allowing it to seamlessly integrate into both traditional and modern dishes worldwide. The plant-based nature of tahini aligns well with the increasing demand for vegan and vegetarian food products. As plant-based lifestyles gain traction, tahini presents a flavorful and protein-rich alternative for those seeking non-animal sources of nutrition. The trend toward healthier eating habits has fueled the

desire for minimally processed, natural ingredients. Tahini's straightforward composition—primarily comprising sesame seeds—resonates with consumers who prioritize transparent labeling and whole foods. The surge in gourmet and ethnic food trends has propelled tahini into the spotlight. As chefs and home cooks experiment with novel flavors and ingredients, tahini serves as a canvas for culinary innovation, facilitating the development of fusion dishes and novel taste experiences. While the tahini market thrives, it faces certain challenges. Sourcing high-quality sesame seeds, maintaining consistent product quality, and addressing allergen concerns are aspects that the industry must navigate. However, these challenges also present opportunities for innovative sourcing and production methods.

Key Market Drivers

Increasing Demand for Middle Eastern and Mediterranean Cuisine

Tahini has its roots in Middle Eastern and Mediterranean cuisines, where it has been a staple for centuries. The growing global popularity of these cuisines has driven the demand for tahini. Consumers are captivated by the authentic flavors and textures of dishes like hummus, falafel, and baba ganoush, which often feature tahini as a central ingredient. As culinary exploration becomes more common, tahini's role as an essential element of these cuisines comes into focus. Both restaurants and home cooks are integrating tahini into an array of dishes, from traditional recipes to innovative fusion creations. The rich nutty taste and velvety texture of tahini contribute to a unique sensory experience, enhancing the overall enjoyment of these cuisines. This upsurge in demand is creating a ripple effect, propelling the global tahini market to new heights.

Health and Wellness Trends

Tahini's nutritional profile is a major driver of its increasing popularity. It is rich in healthy fats, plant-based proteins, and vital minerals such as calcium, iron, and magnesium. As health-conscious consumers strive to make mindful dietary choices, tahini emerges as a nutritious ingredient that aligns with their wellness objectives. Tahini's inclusion in plant-based and vegan diets has further contributed to its prominence. With the rise of flexitarianism and growing awareness of the environmental impact of animal agriculture, tahini's plant-based origin positions it as a versatile alternative to conventional spreads and condiments. This appeal to health-conscious and ethically aware consumers has fueled demand across diverse demographics.

Culinary Versatility and Innovation

Tahini By Form Type (Hulled and Unhulled), By Product Type (Pastes & Spreads, Bakery & Dessert, Sauces & Dips,...

Tahini's inherent versatility has unlocked its potential to be incorporated into a myriad of culinary creations. Beyond traditional dishes, tahini is now being used in modern, innovative ways across various cuisines. It serves as a foundation for dressings, sauces, dips, and marinades, enriching flavor profiles with depth and complexity. Moreover, tahini's creamy texture positions it as a suitable substitute for dairy in numerous recipes, adding to the growing demand for plant-based options. Additionally, the fusion of tahini with other global ingredients has ignited a fresh wave of culinary innovation. Chefs and food manufacturers are blending tahini with sweet and savory components, ranging from chocolate and honey to spices and herbs. These inventive combinations tap into evolving taste preferences and consumer curiosity, propelling the expansion of the tahini market into previously uncharted territories.

Segmental Insights

Form Type Insights

The hulled tahini segment commands a substantial and influential share within the Global Tahini Market. With its distinctive attributes, versatility, and culinary allure, hulled tahini has emerged as a foundational ingredient celebrated across diverse cultures and cuisines, underscoring its significance in the global culinary landscape. Hulled tahini, produced from hulled sesame seeds, boasts a creamy texture and a mild, nutty flavor. This versatility allows it to seamlessly integrate into a multitude of culinary creations, from traditional Middle Eastern dishes to contemporary, globally-inspired recipes. Its robust nutritional profile, encompassing protein, healthy fats, and vitamins, positions it as a nutrient-rich ingredient valued by health-conscious consumers. The hulled tahini segment stands as a cornerstone of numerous global cuisines, particularly in the Middle East and Mediterranean regions. It forms the essence of iconic dishes like hummus, baba ganoush, and halva, exemplifying its significance in culinary traditions spanning centuries. Hulled tahini aligns seamlessly with the health and wellness movement, providing a source of plant-based protein, healthy fats, and essential minerals. Its incorporation into modern diets as a nutrient-dense ingredient further amplifies its appeal. While deeply rooted in tradition, hulled tahini also embraces innovation. Culinary creators and chefs from around the world are experimenting with hulled tahini, infusing it into modern dishes such as smoothie bowls, grain bowls, and plant-based desserts, thereby bridging tradition with contemporary trends.

Product Type Insights

The Pastes & Spreads segment holds a significant and influential share within the global tahini market. Renowned for its rich, nutty flavor and versatile applications, tahini has found a substantial place in various cuisines globally, and the Pastes & Spreads segment plays a pivotal role in catering to consumer preferences and culinary innovation. The distinctive flavor and creamy texture of tahini make it a highly sought-after ingredient for both savory and sweet dishes. The Pastes & Spreads segment offers tahini in a convenient and spreadable form, enabling consumers to effortlessly incorporate this ingredient into sandwiches, dips, dressings, and desserts, thereby elevating the flavor and richness of a diverse range of culinary creations.

Tahini's cultural significance spans from the Middle East to other parts of the world, and the Pastes & Spreads segment capitalizes on this appeal. From traditional hummus and falafel to contemporary recipes like tahini-based cookies and smoothies, the versatility of tahini spreads transcends cultural boundaries, catering to both traditional and modern tastes. Tahini is celebrated for its nutritional profile, boasting essential nutrients like healthy fats, protein, and vitamins. The Pastes & Spreads segment offers health-conscious consumers a convenient and flavorful way to incorporate these benefits into their diets, aligning with the

growing demand for nutrient-rich and wholesome food options. As plant-based and vegan diets gain traction, tahini emerges as a staple ingredient due to its ability to provide creaminess and depth of flavor without the need for animal-derived products. The Pastes & Spreads segment responds to this trend by offering a versatile and plant-based alternative for creating a wide range of vegan dishes. Tahini's ability to harmonize with various flavors makes it a favorite in fusion cuisine. Whether combined with traditional Mediterranean ingredients or integrated into global recipes, tahini spreads offered by the Pastes & Spreads segment facilitate culinary experimentation, contributing to the creation of new and exciting taste experiences.

Regional Insights

The Middle East and Africa region holds a significant and influential share within the global tahini market. With its deep-rooted culinary traditions, historical significance, and integral role in regional cuisines, this region has consistently propelled tahini to the forefront of both traditional and international food cultures. The Middle East and Africa region, being the birthplace of tahini, exudes an unmatched culinary authenticity. Tahini is a staple ingredient in iconic dishes like hummus, baba ganoush, and falafel, deeply ingrained in the cultural fabric of the region. This authenticity resonates with consumers globally, driving demand for traditional and culturally inspired dishes. Tahini's historical

significance traces back centuries, making it a culinary relic with time-tested flavor and appeal. The region's rich agricultural heritage contributes to the production of high-quality sesame seeds, a primary ingredient in tahini, which in turn enhances the authenticity and flavor profile of the final product. While deeply rooted in regional cuisines, tahini has transcended geographical boundaries to become a beloved ingredient in international kitchens. Its versatility allows it to be seamlessly integrated into diverse dishes, such as salad dressings, sauces, and even desserts, catering to global palates seeking new taste experiences. The Middle East and Africa's appreciation for the nutritional value of tahini aligns well with global health and wellness trends. Tahini is rich in essential nutrients, including healthy fats, protein, and various vitamins and minerals. Its incorporation into modern diets as a nutrient-dense ingredient further enhances its appeal.

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,

Tahini By Form Type (Hulled and Unhulled), By Product Type (Pastes & Spreads, Bakery & Dessert, Sauces & Dips,...

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 & Caf?

Others

Tahini Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

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, Tech Sci 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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