

Textured Soy Protein Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Non-GMO, Organic, Conventional and Others), By Source (Soy Protein Concentrates, Soy Flour and Soy Protein Isolates), By Application (Food (Meat Substitutes, Dairy Alternatives, Infant Nutrition, Bakery) and Feed), By Region and Competition, 2020-2030F

<https://marketpublishers.com/r/T2AAF37EAC5BEN.html>

Date: August 2025

Pages: 188

Price: US\$ 4,500.00 (Single User License)

ID: T2AAF37EAC5BEN

Abstracts

Market Overview

Global Textured Soy Protein Market was valued at USD 1.01 billion in 2024 and is expected to reach USD 2.16 billion in the forecast period with a CAGR of 13.46% through 2030. The market's rapid expansion is primarily fueled by the surging demand for plant-based protein alternatives, as consumers across the globe adopt healthier and more sustainable dietary lifestyles. Textured soy protein (TSP), derived from defatted soy flour, offers a high-protein, cholesterol-free substitute for meat, making it an ideal ingredient for vegetarian and vegan food products. The growing trend of flexitarians and the popularity of meat analogs such as soy-based burgers, nuggets, and sausages have significantly contributed to the rising consumption of TSP. Additionally, its affordability and availability make it an attractive protein source for manufacturers and consumers alike, particularly in developing countries.

Technological advancements in food processing and extrusion techniques have enhanced the functionality and texture of TSP, making it more palatable and closer in resemblance to meat. Innovations in flavoring and product development have enabled

companies to introduce a variety of ready-to-cook and ready-to-eat products featuring TSP as a core ingredient. Moreover, clean-label and non-GMO variants are gaining popularity as consumers increasingly seek transparency and healthier food options. This is encouraging major players to invest in R&D and expand their product portfolios to cater to evolving consumer preferences.

Key Market Drivers

Rising Demand for Plant-Based Protein

Consumer interest in plant-based diets is accelerating worldwide, driven by health consciousness, ethical concerns, and environmental awareness. A recent survey revealed that nearly 42% of global consumers actively seek plant-based sources in their diets at least once a week, indicating a strong behavioral shift. This growing demand directly supports the adoption of textured soy protein (TSP), a prominent meat substitute known for its affordability, versatility, and high protein content. Consumers are increasingly choosing plant-based proteins over animal-derived ones to reduce cholesterol intake and maintain a balanced lifestyle.

The growing adoption of flexitarianism is a key factor behind this trend. In 2024, around 31% of millennials and Gen Z consumers in developed markets identified themselves as flexitarians, citing animal welfare and climate concerns. These shifting preferences are pushing food manufacturers to innovate with plant-based options that deliver meat-like texture and taste. Textured soy protein, with its neutral flavor and excellent binding properties, is becoming a preferred ingredient in a wide array of products like burgers, meatballs, and stir-fry dishes, meeting the dual demands of health and indulgence.

Health benefits are another driving force behind the increasing consumption of plant-based proteins like TSP. Consumers are drawn to soy protein's complete amino acid profile, high digestibility, and potential cholesterol-lowering effects. As more clinical studies validate the link between plant-based diets and reduced risks of heart disease, obesity, and type-2 diabetes, demand for ingredients like TSP continues to climb. Fitness enthusiasts, dietitians, and wellness influencers also promote soy-based products as effective tools for lean muscle building and weight management, further enhancing their market penetration.

The rise of social media, influencer marketing, and digital health platforms has also amplified the demand for clean, sustainable protein alternatives. TSP, being non-dairy, gluten-free, and minimally processed, aligns with this consumer sentiment. The

foodservice industry, including fast-food giants and restaurant chains, has also adapted, offering soy-based meat alternatives to meet growing customer demand. As consumer preferences evolve and awareness around sustainable protein sources deepens, textured soy protein is well-positioned to remain a central component of modern, health-forward diets.

Key Market Challenges

Allergenicity and Health Concerns

A significant challenge facing the global textured soy protein (TSP) market is the prevalence of soy allergies, particularly in North America and parts of Europe. Soy is one of the top eight allergenic foods, and even trace amounts can cause adverse reactions in sensitive individuals, ranging from mild symptoms like hives to severe cases of anaphylaxis. This poses a serious limitation for food manufacturers, especially those targeting mass-market products, school lunches, or health-sensitive consumer segments. In such cases, the need for clear allergen labeling becomes crucial, increasing regulatory pressure and manufacturing complexity. These factors can deter food brands from incorporating soy-based ingredients into their offerings and instead push them toward alternative, hypoallergenic proteins such as pea or rice. The allergen issue restricts the market reach of TSP and creates a hurdle in achieving universal acceptance, especially in the growing health-conscious population.

Key Market Trends

Mainstream Plant-Based Diet Adoption

The global rise of plant-based eating has transitioned from a niche lifestyle to a mainstream dietary movement. A growing number of consumers—across age groups and geographies—are actively reducing meat consumption in favor of plant-derived proteins. This shift is no longer limited to vegans or vegetarians; instead, flexitarianism is now the most dominant trend, with nearly half of global consumers identifying as such. People are driven by concerns about personal health, animal welfare, and environmental sustainability. As a result, textured soy protein (TSP), with its high protein content and ability to replicate the texture of meat, is becoming a popular choice in both homemade and commercial food products. Its adaptability across various cuisines makes it appealing to a wide range of consumers, accelerating its integration into daily diets and helping redefine protein consumption patterns across the world.

Key Market Players

Archer Daniels Midland Company

Cargill, Incorporated.

Wilmar BioEthanol.

Victoria Group

Bremil Group

Sonic Biochem

CROWN SOYA PROTEIN GROUP

HOYA FOOD

SHANDONG YUXIN BIO-TECH CO., LTD.

Bunge

Report Scope:

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

Textured Soy Protein Market, By Type:

Non-GMO

Organic

Conventional

Others

Textured Soy Protein Market, By Source:

Soy Protein Concentrates

Soy Flour

Soy Protein Isolates

Textured Soy Protein Market, By Application:

Food

Meat Substitutes

Dairy Alternatives

Infant Nutrition

Bakery

Feed

Textured Soy Protein Market, By Region:

Asia-Pacific

China

Japan

India

South Korea

Australia

Europe

France

Germany

United Kingdom

Italy

Spain

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East & Africa

UAE

South Africa

Saudi Arabia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global textured soy protein market.

Available Customizations:

Textured Soy Protein Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Typ...

With the given market data, TechSci Research offers customizations according 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL TEXTURED SOY PROTEIN MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Non-GMO, Organic, Conventional and Others)
 - 5.2.2. By Source (Soy Protein Concentrates, Soy Flour and Soy Protein Isolates)
 - 5.2.3. By Application (Food (Meat Substitutes, Dairy Alternatives, Infant Nutrition, Bakery) and Feed)

- 5.2.4. By Company (2024)
- 5.2.5. By Region
- 5.3. Market Map

6. NORTH AMERICA TEXTURED SOY PROTEIN MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Type
 - 6.2.2. By Source
 - 6.2.3. By Application
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Textured Soy Protein Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Type
 - 6.3.1.2.2. By Source
 - 6.3.1.2.3. By Application
 - 6.3.2. Mexico Textured Soy Protein Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Type
 - 6.3.2.2.2. By Source
 - 6.3.2.2.3. By Application
 - 6.3.3. Canada Textured Soy Protein Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Type
 - 6.3.3.2.2. By Source
 - 6.3.3.2.3. By Application

7. EUROPE TEXTURED SOY PROTEIN MARKET OUTLOOK

- 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Source
 - 7.2.3. By Application
 - 7.2.4. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Textured Soy Protein Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Type
 - 7.3.1.2.2. By Source
 - 7.3.1.2.3. By Application
 - 7.3.2. Germany Textured Soy Protein Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Type
 - 7.3.2.2.2. By Source
 - 7.3.2.2.3. By Application
 - 7.3.3. United Kingdom Textured Soy Protein Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Type
 - 7.3.3.2.2. By Source
 - 7.3.3.2.3. By Application
 - 7.3.4. Italy Textured Soy Protein Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Type
 - 7.3.4.2.2. By Source
 - 7.3.4.2.3. By Application
 - 7.3.5. Spain Textured Soy Protein Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast

- 7.3.5.2.1. By Type
- 7.3.5.2.2. By Source
- 7.3.5.2.3. By Application

8. ASIA-PACIFIC TEXTURED SOY PROTEIN MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Source
 - 8.2.3. By Application
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Textured Soy Protein Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By Source
 - 8.3.1.2.3. By Application
 - 8.3.2. India Textured Soy Protein Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By Source
 - 8.3.2.2.3. By Application
 - 8.3.3. South Korea Textured Soy Protein Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By Source
 - 8.3.3.2.3. By Application
 - 8.3.4. Japan Textured Soy Protein Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast

- 8.3.4.2.1. By Type
- 8.3.4.2.2. By Source
- 8.3.4.2.3. By Application
- 8.3.5. Australia Textured Soy Protein Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By Source
 - 8.3.5.2.3. By Application

9. SOUTH AMERICA TEXTURED SOY PROTEIN MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Source
 - 9.2.3. By Application
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Textured Soy Protein Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By Source
 - 9.3.1.2.3. By Application
 - 9.3.2. Argentina Textured Soy Protein Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By Source
 - 9.3.2.2.3. By Application
 - 9.3.3. Colombia Textured Soy Protein Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast

- 9.3.3.2.1. By Type
- 9.3.3.2.2. By Source
- 9.3.3.2.3. By Application

10. MIDDLE EAST AND AFRICA TEXTURED SOY PROTEIN MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Source
 - 10.2.3. By Application
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Textured Soy Protein Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By Source
 - 10.3.1.2.3. By Application
 - 10.3.2. Saudi Arabia Textured Soy Protein Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By Source
 - 10.3.2.2.3. By Application
 - 10.3.3. UAE Textured Soy Protein Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By Source
 - 10.3.3.2.3. By Application

11. MARKET DYNAMICS

- 11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

14.1. Competition in the Industry

14.2. Potential of New Entrants

14.3. Power of Suppliers

14.4. Power of Customers

14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

15.1. Archer Daniels Midland Company

15.1.1. Business Overview

15.1.2. Company Snapshot

15.1.3. Products & Services

15.1.4. Financials (As Reported)

15.1.5. Recent Developments

15.1.6. Key Personnel Details

15.1.7. SWOT Analysis

15.2. Cargill, Incorporated.

15.3. Wilmar BioEthanol.

15.4. Victoria Group

15.5. Bremil Group

15.6. Sonic Biochem

15.7. CROWN SOYA PROTEIN GROUP

15.8. HOYA FOOD

15.9. SHANDONG YUXIN BIO-TECH CO., LTD.

15.10. Bunge

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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