

North America Soy Protein Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Soy Protein Concentrate, Soy Protein Isolate, Textured Soy Protein, and Soy Flour & Grits), Category (Conventional and Organic), Form (Dry and Liquid), Application (Bakery and Confectionery, Meat Alternatives, Dairy Alternatives, Infant Nutrition, Protein Supplements, Animal Nutrition, and Others), and Country

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Abstracts

The North America soy protein market size was valued at US\$ 1.48 billion in 2024 and is projected to reach US\$ 2.41 billion by 2031; it is expected to register a CAGR of 7.2% from 2025 to 2031.

North America has a rapid mainstream adoption of flexitarian, vegetarian, and vegan lifestyles. Consumers are seeking to reduce their consumption of animal protein for reasons related to personal health, environmental sustainability, and animal welfare. Soy protein, a complete plant-based protein containing all nine essential amino acids, presents a nutritionally versatile alternative to other plant sources. This versatility has positioned it as the foundational ingredient in the plant-based food category, particularly in meat and dairy alternatives that aim to replicate the sensory experience of animal products.

The American Heart Association recognizes the cardiovascular benefits of incorporating

plant-based proteins into one's diet, noting their association with lower cholesterol levels. This scientific validation lends credibility to soy-based products, moving them beyond a niche category into the mainstream health conversation. The sports nutrition and active lifestyle markets embrace soy protein isolate for its high bioavailability and muscle recovery benefits. It is a staple in protein

powders, shakes, and bars for athletes and fitness enthusiasts seeking clean-label, plant-based options. Advancements in food science and manufacturing are overcoming previous barriers to adoption. Early consumer objections centered on taste and texture have been primarily addressed. Manufacturers have minimized the "beany" off notes through improved processing techniques and created neutral-tasting, highly functional ingredients. This process has enabled the development of a new generation of plant-based products that closely mimic the taste, mouthfeel, and appearance of meat and dairy, making them palatable to a broader audience beyond committed vegans and driving repeat purchases.

Moreover, from a formulation and operational standpoint, soy protein's extensive functional properties and compelling cost-in-use make it an economically indispensable ingredient for North American food manufacturers. Its value extends beyond protein content, as it performs critical technical roles impacting product quality, shelf-life, and production efficiency. Soy protein's

exceptional water-binding and fat-absorption capacities improve yield, manage moisture loss, and enhance texture in applications such as meat analogues and baked goods. Its emulsification properties are vital for creating stable, desirable consistencies in dairy-free beverages and yogurts, preventing ingredient separation. Most critically, through extrusion technology, it can be texturized (TVP) to mimic the fibrous matrix and chew of animal muscle, a functional feat that alternative proteins cannot achieve alone. This multifunctionality reduces the need for additional expensive additives. Coupled with this technical performance is its economic advantage. Due to the mature, scalable, and efficient North American soybean agricultural and processing infrastructure, soy protein offers a vastly superior cost-per-gram-of-protein

than animal-based sources and emerging plant proteins.

Some of the key players operating in the North America soy protein market are International Flavors & Fragrances Inc., Cargill Inc., Archer Daniels Midland Company, Bunge Global SA, SunOpta Inc., Farbest-Tallman Foods Corp, The Scoular Co., Sun Nutrafoods, Associated British Foods Plc, and American International Foods Inc.

The overall North America soy protein market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the North America soy protein market.

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