

# **North America Textured Vegetable Protein Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Soy, Pea, and Others), Product Type (Flakes, Chunks, and Others), Category (Conventional and Organic), and Application [Food and Beverages (Meat and Meat Alternatives, Sweet and Savory Snacks, Bakery and Confectionery, Other Food and Beverages Applications) and Animal Nutrition]**

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## **Abstracts**

The North America Textured Vegetable Protein (TVP) Market is projected to grow significantly, reaching an estimated US\$ 819.3 million by 2031, up from US\$ 549.5 million in 2024, reflecting a compound annual growth rate (CAGR) of 5.9% from 2024 to 2031. This growth is largely driven by increasing consumer awareness regarding the health risks associated with high meat consumption, alongside a growing preference for healthier, plant-based food options.

Recent public awareness campaigns have highlighted the negative impacts of frequent meat consumption, leading to a notable shift in consumer preferences towards vegan, gluten-free, high-fiber, high-protein, and low-calorie foods. According to the Plant-Based Foods Association, approximately 66% of the U.S. population now favors plant-based foods, with sales of these products reaching US\$ 8.1 billion in 2023, marking a remarkable 79% increase over the past five years. The household penetration rate for plant-based foods stands at 62%, with an impressive repeat purchase rate of 81%.

In Canada, soybean production has also seen a rise, increasing by 3.1% year-over-year

to 7.2 million tonnes in 2024, with Ontario, Manitoba, and Quebec being the primary production regions. Soy-based textured protein remains a popular protein source among vegans and vegetarians, further fueling the demand for textured vegetable protein in North America.

The market segmentation of the North America Textured Vegetable Protein Market reveals several key insights. By source, soy dominates the market, while product types are categorized into flakes, chunks, and others, with 'others' holding the largest share. The market is also divided into conventional and organic categories, with conventional products leading in market share. In terms of application, the food and beverages sector holds the largest share, indicating a strong consumer preference for plant-based protein in various food products.

Health professionals increasingly recommend reducing meat consumption to mitigate the risks of chronic health issues such as obesity, heart disease, and hypertension. The Plant-Based Food Association reports that in 2021, 19% of households purchased plant-based meat, a slight increase from 18% in 2020, with 64% of these consumers making multiple purchases throughout the year. The Veganuary campaign, which encourages individuals to adopt a vegan diet for January, has seen a surge in participation, with over 1.8 million participants in 2024 alone, reflecting a growing trend towards veganism.

This shift towards plant-based diets is driven by various factors, including increased awareness of animal welfare, environmental concerns, and health consciousness. Many consumers are adopting vegan diets not only for health reasons but also out of empathy for animals and a desire to reduce their carbon footprint. The rise in veganism is expected to create new trends in the textured vegetable protein market, as more consumers seek meat substitutes like soy protein, pea protein, tofu, and tempeh.

Geographically, the North America Textured Vegetable Protein Market is segmented into the United States, Canada, and Mexico, with the United States holding the largest market share in 2024. The high prevalence of cardiovascular diseases and obesity in the U.S. has led consumers to gravitate towards plant-based diets, which are perceived as healthier alternatives. Textured vegetable proteins, being low in fat and high in fiber, are particularly appealing as they help lower cholesterol levels and blood pressure, further driving market growth.

Key players in the Textured Vegetable Protein Market include Roquette Freres SA, Archer-Daniels-Midland Co, MGP Ingredients Inc, Cargill Inc, International Flavors & Fragrances Inc, Foodchem International Corp, Ingredion Inc, Axiom Foods Inc, Puris,

and DSM-Firmenich AG. These companies are actively engaging in strategies such as product innovation, market expansion, and mergers and acquisitions to enhance their offerings and capture a larger market share.

In summary, the North America Textured Vegetable Protein Market is poised for significant growth, driven by changing consumer preferences towards healthier, plant-based diets, increased awareness of health and environmental issues, and the rising popularity of veganism. As the market evolves, it presents numerous opportunities for innovation and expansion within the plant-based food sector.

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