

Tahini Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

The tahini market was valued at USD 392.901 million last year and is projected to register a CAGR of 3.67% over the forecast period.

The market is witnessing rising demand for clean-label tahini products, like tahini butter, tahini paste, and tahini sauce, owing to which different players in the market have started manufacturing new products that suit the customers' preferences. For instance, in May 2022, Clearspring, a Japanese organic foods brand, offered its premium and organic tahini products in the market. The products were Tahini White Sesame, Tahini Black Sesame, and Tahini Whole Sesame. These products were claimed to be free from palm oil, added sugar, and salt. Also, the products did not contain any artificial colors, flavors, or preservatives. The company also claimed that the products offered by them were non-GMO and vegan friendly.

Tahini is expected to become more popular worldwide due to the rising demand for nut/seed butter and spreads. The global tahini demand is driven by a marked rise in consumer preferences for tahini as an ingredient in many kinds of foods. As a result, the players in the market have been focused on launching products that cater to the shifting preferences of consumers. For instance, The Tahini Goddess, a tahini-based product brand, debuted in Miami in 2021. Miami's multiculturalism and love of cuisine and culture aided the product's growth.

Furthermore, although veganism is still a relatively new notion for many people, they are actively beginning to make choices in that direction. Tahini is one of these options as it has several advantages. Tahini is high in good fats, vitamins, and minerals, and 1 tablespoon (15 grams) of tahini offers several nutrients that are required for daily intake. Tahini is a type of superfood with numerous health advantages, which can be converted into anything from salad dressings to delectable sweets. Such factors are driving the tahini market globally.

Tahini Market Trends

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Growing Preference for Tahini by Health-Conscious Consumers

Tahini is made from sesame seeds, which are a good source of protein, fiber, monounsaturated fats, and vitamins B1 and B2. Tahini contains selenium as well. It functions as an antioxidant and aids in reducing inflammation in the body. Tahini has Sesamol, a natural substance present in sesame seeds and sesame oil, that has antioxidant, anti-inflammatory, and anti-aging properties. According to some studies, Tahini exhibits potent anti-cancer properties, and its main ingredient, sesame seeds, is known for its heart-healthy properties. They can specifically help decrease high LDL cholesterol, which is a key risk factor for heart disease. Tahini is entirely safe to consume and has practically no adverse effects. They are typically produced from 100% sesame seeds and are naturally high in oil. As a result, it includes no added oil. It improves bone health, increases male fertility, and alleviates menopausal symptoms. All the above factors are driving the growth of the tahini market.

Middle East Dominates the Global Market

Over the review period, Turkey captured a large share of the market, along with Israel, Iran, Saudi Arabia, Jordan, and Lebanon. Tahini forms an essential part of Turkish cuisine, having varied use in different meals, including breakfast, lunch, and dinner. Tahini is significantly used in both sweet and savory dishes in the country. Thus, the wide use of tahini in the country has led to many investments in expanding the use of the product and offering numerous tahini-incorporated products to consumers. For instance, in April 2021, the first tahini boutique, namely, The Levant, was inaugurated in Istanbul, offering products prepared from sesame seeds brought from around 14 countries. Additionally, due to the religious sentiments of the customers, the companies are offering kosher and halal certifications in tahini products.

Also, the demand for natural and organic products is driving the demand for tahini paste in Israel. In Saudi Arabia, tahini is steadily replacing butter, and tahini dips and sauces are widely served along with shawarma, kebabs, and sandwiches to provide an authentic Arabic taste. Furthermore, the health benefits associated with tahini, coupled with healthy food trends among consumers, have boosted the popularity of tahini in the Middle Eastern market. Thus, the players in the market have been focused on strategic moves such as innovation and expansions to capture the potential of the market. For instance, in 2021, Al Ameera announced its investment in three factories in Dubai Industrial City, which will enable it to increase its annual production of tahini to 9,000 tons.

Tahini Market Competitor Analysis

The global tahini market is competitive, with the presence of several regional and international players in the market, such as Prince Tahina Limited, El Rashidi El Mizan, Halwani Bros Company, and Al Wadi Al Akhdar, which enjoy a dominant presence in the market. The prime factors determining the market players and their position in the market studied are the launch of new products with advanced technology and high quality. As the demand for tahini is growing across the global market, the companies that have gained brand recognition are gradually increasing their presence in the market by securing funding for expanding their business operations. For instance, in January 2022, growth equity company Clover Vitality invested USD 250,000 in Soom Foods, a producer of sesame seed spreads.

Additional Benefits:

The market estimate (ME) sheet in Excel format
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