

Europe Tofu - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Europe Tofu Market size is estimated at 0.66 billion USD in 2025, and is expected to reach 1.18 billion USD by 2030, growing at a CAGR of 12.27% during the forecast period (2025-2030).

Rising vegan population and increased foodservice establishments boost the demand

- The overall tofu sales registered a growth of 11.57% in value from 2020 to 2022. The shift in consumer eating trends and rising environmental concerns fuel the sales and the rising vegan population, which reached 2.6 million vegans in Europe as of 2022. However, the unexpected boost in demand resulted in higher tofu prices in all economies. In the case of Europe, the tofu price increased by 2.37% from 2016 to 2020 due to increased demand.
- Online channels are expected to grow the fastest at a CAGR of 15.89% during the forecast period due to advancements in technologies like contactless deliveries, digital payments, and short-time deliveries catering to consumers' interests. However, the increased internet penetration rate in Europe reached 89.7% in 2022, with 750.8 million users in the same year, increasing sales.
- Off-trade accounted for the largest share of the market, within which supermarkets and hypermarkets alone accounted for 68.01% of the market share as of 2022. The rising working population reached 193.5 million (74.6%) in 2022, fueling the demand. Direct-to-consumer, click-and-collect, retail grocery delivery, and concierge services were the four primary e-commerce platforms for tofu sales.
- However, on-trade channels are projected to register a CAGR of 11.37% by value during the forecast period. Due to the increased demand for tofu dishes at restaurants and food service establishments, it reached 0.85-0.9 million in 2022. Restaurants and food service operators are including tofu in their offerings due to the growing acceptance of plant-based alternatives. Tofu is also regarded as a cruelty-free and eco-friendly option for diet-conscious individuals.

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Rising vegan population in the region drives market growth

- The United Kingdom was the leading market for tofu in the region in 2022. Demand for tofu as a meat alternative in the United Kingdom is constantly growing because of the rising vegan and lactose-intolerant populations. In 2022, 2.7 million households in the United Kingdom were vegan or vegetarian. In the United Kingdom, 8% of the population followed a plant-based diet as of March 2022. Compared to January 2021, Aldi reported a 500% sales increase for its vegan food products during January 2022. Aldi expanded its vegan menu by 50% to offer customers more variety and meet market demand. There have been 11 million web searches and 4,500 posts on vegan food in the United Kingdom alone over the past three months, making it one of the most discussed topics online.
- France is expected to be the fastest-growing country in the European tofu market, and it is anticipated to register a CAGR of 12.05% during the forecast period. In 2022, France produced 457,000 tons of soybeans compared to 439,000 tons in the previous year. It also imported soybeans, primarily from Brazil. In France, soy cultivation increased significantly during the last decade. Consumers' need for plant protein supplements is growing. Therefore, the popularity of vegan protein sources like tofu has grown due to the increased awareness of the health benefits of such nutrients.
- Soy and soy protein-based formulas (SPFs) can induce IgE and non-IgE-mediated food allergies. In European cities like Zurich and Utrecht, the prevalence of probable soy allergy was 0.8% and 0.11%, respectively, in 2021. Therefore, soy-free tofu derived from chickpeas and yellow peas is trending in the market.

Europe Tofu Market Trends

The demand for soybeans from the animal feed industry is posing a threat to tofu production and prices

- With the increase in demand, the price of tofu rose by 3.41% between 2017 and 2022. The addition of numerous value-added products, such as barbecue tofu, Sriracha tofu, sweet chili bites, and scrambled tofu, is further aiding the rising price of the product. On-trade channels play an important role in driving consumers to try plant-based proteins as taste and flavor experiences are major factors considered, and price plays a lesser role as a barrier to consumption. In Europe, soy is the major source of tofu. Thus, the constantly rising production of soybeans in the region is a key reason for the nominal increase in tofu prices. However, the price of tofu is also impacted by food inflation in most parts of the region, mainly in Ukraine and Spain, which account for 22.4% and 10.12%, respectively, in terms of production. The destruction of Ukraine's agricultural land has had a major impact on the soybean supply in the country.
- Europe depends on soybean imports to cater to the high demand. Bean curd, which is used to make tofu, is getting expensive due to a few unusual market dynamics. Asian nations, especially China, are investing their soy stocks into feed grain as a part of improving their hog industry. They are sourcing feed grains from across the world and are stockpiling. This bulk purchasing caused the prices of soybeans fed to animals to rise even above higher-grade beans that go into human foods. The soy for animal feed costs around USD 27 per bushel compared to USD 23 per bushel for the human type. Hence, growers are selling beans that are usually destined for human products to livestock channels. However, the market will not experience sudden increases in prices due to the shortages as manufacturers secure much of their supplies in advance using forward contracts.

Europe Tofu Industry Overview

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The Europe Tofu Market is fragmented, with the top five companies occupying 15.79%. The major players in this market are Clearspring Limited, House Foods Group Inc., Pulmuone Corporate, Taifun-Tofu GmbH and The Tofoo Co. Ltd (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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