

## **Middle East Plant Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Middle East Plant Protein Market size is estimated at 0.95 billion USD in 2025, and is expected to reach 1.29 billion USD by 2030, growing at a CAGR of 6.38% during the forecast period (2025-2030).

Rising number of vegan and flexitarian consumers in the Middle East has boosted the market share of the food and beverage segment

- By application, the food and beverage industry is the leading application segment for plant proteins in the region. The demand for proteins in the F&B segment is primarily driven by factors such as the increasing demand for protein functionalities and awareness about protein-rich diets. Under F&B, the meat/poultry/seafood and meat alternative products sub-segment accounted for the major volume share of 33.19% in 2022. In Saudi Arabia, shops and restaurants offer different vegan and vegetarian products, enabling people to shift from meat to plant-based foods. Tourism from other parts of the world is also contributing to the growth of the meat substitute market in the region. Moreover, as food processing methods are advancing, the demand in the meat substitute sub-segment has risen substantially. The sub-segment is projected to register a value CAGR of 6.09% during the forecast period.
- However, snacks is the fastest-growing sub-segment, and it is projected to register a CAGR of 10.16% in value during the forecast period. Consumers are also becoming more aware of their snacking choices. They are opting for healthier snacks containing nutritious and natural ingredients and free from claims and labels that benefit their health and wellness.
- The F&B segment was followed by animal feed, with the majority of the application share recorded by soy proteins. In 2022, about 81% of plant protein demand in the animal feed segment was met by soy protein due to its abundant availability and lower price points. Further, legume-based ingredients are a key source of plant proteins for animal feed, and their production can

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provide a range of benefits both on farms and for feed manufacturers.

Strategic investments by leading players, coupled with rising veganism across the country, has resulted in Saudi Arabia holding the highest market share

- By country, Saudi Arabia maintained its top position in the Middle Eastern market, followed by Iran in 2022, primarily driven by the F&B segment. The market has benefited from large investments, especially by leading companies, which has led to a solid market structure and organized sales. Nonetheless, the top two countries also remain the fastest-growing in the market. During the forecast period, with a CAGR of 8.36%, Iran is set to record the fastest growth rate by volume. The Government of Saudi Arabia released an up-to-date list of animal feed subsidies, including animal feed products, such as soy protein meal. Pea protein is projected to register the highest CAGR of 8.08% by volume during the forecast period in the animal feed segment, with increasing government support.

- The plant-based protein market in the region is mostly driven by the food and beverage segment, which registered a CAGR of 6.10% by volume. Demand for vegan food and plant-based meat is increasing in the Middle East, particularly in the United Arab Emirates. Several major Middle Eastern food brands emphasize vegan meat and other foods.

- The Vegan & Vegetarian Association of Turkey has long advocated for a vegan diet. Several recent regional festivals, including one in Didim, have helped increase veganism's popularity. Many traditional regional and national dishes, like couscous, falafel, and hummus, are already naturally meat-free and vegetarian. Increased veganism and rising demand for allergen-free sources, especially in modernizing countries like the United Arab Emirates, are further driving the value growth. As a result, sources like pea protein have been gaining prominence due to their ability to act as a substitute for soy protein when incorporated into meat substitutes.

#### Middle East Plant Protein Market Trends

Plant protein consumption to witness steady growth with a rise in health-conscious population across the Middle East

- The graph illustrates the per capita consumption of plant protein in countries including Bahrain, Egypt, Iran, Iraq, Kuwait, Oman, Saudi Arabia, Turkey, and the United Arab Emirates. With a growing awareness of the health benefits associated with plant proteins, largely disseminated through various platforms, a significant portion of the population in the region has embraced a health-conscious lifestyle. Consequently, the demand for food products incorporating plant proteins has surged. Bolstered by the region's robust consumer purchasing power, this heightened demand is poised to propel the plant protein market in the forecast period. Regional companies are increasingly turning to naturally derived ingredients to meet the escalating demand for organic products.

- As an example, Cutetonic has made its 100% organic pea protein powder available on popular online shopping platforms like [saudi.desertcart.com](http://saudi.desertcart.com), tapping into the region's sizable online customer base. The country's expanding young demographic is driving a notable appetite for dietary supplements. Given a preference for lactose- and soy-free options among a segment of consumers, the demand for pea protein is anticipated to surge in the near future. Furthermore, the plant protein market in the region is set to benefit from bolstered trade agreements with other nations. With a growing inclination towards veganism, influenced by Western dietary trends, and a concerted effort to combat obesity, the local population is increasingly turning to plant proteins. This shift is further fueled by a rising demand for soy-based proteins, prompting key industry players to enhance their offerings with soy-based ingredients.

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## Saudi Arabia and Iran lead the Middle Eastern market in terms of plant protein production

- The graph depicts the production of plant proteins such as rice and wheat in Saudi Arabia and Iran. Plant proteins sourced from rice and wheat emerged as the major plant protein forms in the region. The region has grain-producing areas, but with water scarcity, the region is dependent on imports to feed its population. The International Grains Council (IGC) projects total grains production in 2016-17 in Near East Asia at 64.7 million tons, with Iran at 20.4 million tons, Iraq at 4.8 million tons, Syria at 1.4 million tons, and Turkey at 34.9 million tons. It puts others at 3.4 million tons to make up the total. For instance, the volume of rice production in the Middle East was approximately 2.9 million metric tons.
- The region is a big importer of grains, with total grain imports by Near East Asia at 51.4 million tons. Saudi Arabia's imports are put at 15.3 million tons, with Iran's at 9.2 million tons and Turkey's at 6.7 million tons. Of the total, 4.9 million tons is wheat. The imports include 24.4 million tons of wheat from Near East Asia and 11.5 million from Egypt. Turkey's wheat imports are 4.9 million tons, with Iraq and Iran importing 2.5 million tons and Yemen importing 3.1 million tons of wheat.
- In 2016, Saudi Arabia abandoned a long-standing policy designed to encourage local wheat production. The Saudi government is encouraging agricultural companies to invest in foreign countries that have comparative advantages in producing certain crops and re-export their products back to Saudi Arabia. The crops targeted by this initiative include wheat, rice, barley, yellow corn, soybeans, and green forage. The Saudi government provides financial incentives to encourage Saudi investors (companies and individuals) to participate in food security initiatives.

## Middle East Plant Protein Industry Overview

The Middle East Plant Protein Market is fragmented, with the top five companies occupying 10.99%. The major players in this market are Cargill, Incorporated, CHS Inc., International Flavors & Fragrances, Inc., Kerry Group PLC and Wilmar International Ltd (sorted alphabetically).

### Additional Benefits:

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

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