

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

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Report description:

The North America Tofu Market size is estimated at 0.56 billion USD in 2025, and is expected to reach 1.03 billion USD by 2030, growing at a CAGR of 12.75% during the forecast period (2025-2030).

Rising Asian restaurants driving the market growth

- The off-trade segment dominates the distribution channels of the North American tofu market. In the off-trade segment, the online channel sub-segment is the fastest-growing. It is projected to record a CAGR of 15.93% over the forecast period. The growth of e-commerce has allowed businesses to satisfy their customer needs more conveniently and reach a larger addressable market. The four main e-commerce channels for tofu are direct-to-consumer, click-and-collect, retail grocery delivery, and concierge services. House Foods America, a leading tofu manufacturer, produced 50% more tofu in its Californian facility by expanding its footprint to a 36,000-square-foot facility. Similarly, Pulmuone operates three tofu manufacturing plants in Fullerton, CA, in the Western United States.
- The on-trade segment is primarily composed of Asian restaurants and foodservice operators, as well as Asian markets. There are many dishes and preparations in Asian cuisine with tofu varieties. Asian cuisine is reportedly one of the fastest-growing food trends in the region. So far, in 2022, there were over 68,000 East Asian and Southeast Asian-themed restaurants in the United States. Moreover, a significant number of Asian immigrants reside in North America.
- The on-trade channel is the overall fastest-growing segment, which is projected to record a CAGR of 12.49% from 2023 to 2029. Restaurants and foodservice operators have adapted to include tofu in their offerings, as it is an ideal substitute for meat. Tofu is a good source of protein, providing a cruelty-free and more eco-friendly option to diet-conscious individuals. Tofu has become more popular among customers as an adequate substitute and impulse-buy option in recent years.

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Rapid product launches are creating an excitement in the market

- By country, the United States is the leading market for tofu in the region and is projected to register the fastest CAGR of 11.84% by value during the forecast period. The higher demand is due to higher purchasing power and surging health and environmental awareness. Constant product launches are the key factor promoting the sales of tofu in the country because American consumers are highly open to trying new products. Moreover, the region has a strong soybean production base, which makes it easier for the manufacturers to have better control over their prices.
- The introduction of chickpea-based tofu is trending in the market. Manufacturers like Chikfu and Franklin Farms released chickpea-based tofu in the region in 2020 and 2021, respectively. The launch was made to appeal to consumers who are curious about trying new products, as well as soy-allergic consumers. In the United States, soy-allergic consumers make up less than 0.5% of the general population. These products also come with claims like GMO-free, low-fat, and allergen-free, giving consumers more plant-based options to diversify their diets.
- Canada is the second-leading market for tofu. The market is increasingly propelled by brands seeking to match the taste and texture of conventional meat precisely. Governmental support is also a major factor boosting the sales of tofu in the country. The Canadian government has identified plant-based foods as an important and growing industry. In 2021, an investment of USD 173 million was made for the Supercluster Initiative, including the plant protein industry. Thus, the Canadian tofu market is projected to record a CAGR of 10.68% by value during the forecast period.

North America Tofu Market Trends

Market prices are anticipated to stabilize as the tofu market is maturing

- According to a recent survey, about 5% of US residents consider themselves vegetarians, and 3% consider themselves vegans. Thus, the regional vegan market has grown significantly with the launch of several products. The prices of tofu have remained almost the same in the region because of the budding nature of the market. Compared to other meat substitute products, tofu is cheaper and more affordable (107% cheaper than textured vegetable protein in 2022), thus making it a popular product on retail shelves.
- The rising demand led to an increase in the prices of tofu across the United States, growing by 6.25% from 2017 to 2022. More companies are entering the market, and sellers are engaging in the price game to secure buyers. Soybean is currently facing supply disruptions worldwide. Inflation in the United States has had an impact on the cost of soybean products. In addition, soybean farmers in the United States increased prices due to labor shortages, increasing land rental costs, and weather uncertainty in soybean-producing countries, which has led to a rise in soybean prices in the region.
- Tofu is typically made from soybeans. However, in recent times, tofu made from chickpeas has been gaining popularity in the North American market. The expanding domestic demand for chickpea products has supported the pricing and accelerated production growth. A generally weaker chickpea market is expected in 2023-2024, as high prices work to cure high prices. Unlike many other agricultural commodities, the prices of some chickpea variants have risen over the past year. Kabuli and B-90 chickpeas, for example, are priced anywhere from about 45 to 60 cents/lb, up by 10 to 13 cents on the year.

North America Tofu Industry Overview

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The North America Tofu Market is fragmented, with the top five companies occupying 24.48%. The major players in this market are American Food Company, House Foods Group Inc., Morinaga Milk Industry Co. Ltd, Pulmuone Corporate and The Hain Celestial Group, Inc. (sorted alphabetically).

Additional Benefits:

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

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