

United States Soy Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The United States Soy Protein Market size is estimated at 3.02 billion USD in 2025, and is expected to reach 3.66 billion USD by 2030, growing at a CAGR of 3.96% during the forecast period (2025-2030).

Food and Beverages sector accounted major share in usage of soy protein due to growing vegan population coupled with nutritional properties associated with soy protein

- The food and beverages sector registered the highest demand, with the overall sales value increasing by 49.7% in 2022 since 2016. Due to their functional and nutritional properties, they are utilized in a variety of food applications such as baking, confectionary, emulsion-type sausages, dairy replacers, functional beverages, nutritious bars, and breakfast cereals. These properties include fat and water absorption, emulsification, and whipping. Soy proteins are among the most preferred meat and dairy protein substitutes, which has helped food manufacturers control prices and enhance product profitability.
- As the most economical plant protein alternative for Americans consuming vegetarian diets, the demand for soy proteins spiked across the food and beverages sector. In the food and beverages sector, the demand for soy proteins is led by the meat/meat alternative industry, owing to its functionalities that mimic the muscle texture when layered into linear fibers. Consumers are increasingly opting for plant-based proteins like soy due to rising awareness of animal cruelty and the detrimental impacts that animal-based proteins have on the environment.
- The growth of supplements is aided by the sports and performance nutrition sub-segment, which was the fastest-growing sub-segment, recording a CAGR of 7.18% during the forecast period. Soy proteins are extensively preferred by female athletes, owing to their benefits in conditions such as Female Athlete Triad Syndrome (FATS). For female athletes, soy protein powder is frequently used as an ergogenic aid to enhance performance and speed up muscle recovery, which can help with osteoporosis.

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United States Soy Protein Market Trends

Growth in plant protein consumption provides opportunities for key players in the ingredients market

- The per capita consumption rate of plant proteins is increasing at a considerable rate in the United States, supported by investments and innovations, resulting in a consumption rate of 40.28 grams per day, primarily due to a rising number of consumers turning vegan to promote animal welfare. This is because factory farming, where animals are maltreated, is a norm in the United States. Most Americans eat less meat and animal products, but they do not eliminate their consumption entirely. They also tend to be more flexitarian than vegan or vegetarian. Nearly 12% of consumers in the country prefer a plant-based diet, whereas 7% of consumers follow a flexitarian diet. Although consumers of all generations in the United States are interested in plant-based meals, individuals in their 20s and 30s are the keenest to adopt plant-based diets.
- There is a constant rise in the per capita consumption of pea protein due to its wide applications in different food products, like meat, poultry, and bakery products. Around 41% of consumers are interested in plant-based food derived from pea protein. Pea protein is mainly used in sports nutrition and meat alternatives. A typical serving of pea protein powder is 30 grams, with 25 grams of protein. Athletes usually use one serving per day but may take as many as three servings per day.
- Soy and whey proteins are used primarily in the food and beverage, supplement, and sports nutrition industries. In 2021, around 36% of consumers were familiar with soy protein and had consumed the same, whereas 31% of individuals consumed whey protein in the US. Similarly, the consumption of soy-based food and beverages favorably increased by 12.9% during 2014-2019, and it is likely to remain consistent throughout the forecast period.

Advanced technological applications, coupled with growing consumer acceptance, drive the production of soybeans in the country

- Soy is a global merchandise commodity produced in both temperate and tropical regions. It also serves as a key source of protein and vegetable oils. The major driving factors for the US soy protein market are the changes in food consumption patterns and requirements and an inclination toward vegetarian products for protein sources. As per the data released by the Soy Nutrition Institute, the United States produces about 75% of all soybeans worldwide. The US Department of Agriculture (USDA) and industry partners solved phytosanitary certificate issues, which helped farmers provide feed to Indian farmers at affordable prices.
- In the United States, the application of soy protein in meat additives has been playing a major role in increasing the sales of soy protein ingredients over the past few years. Customers who favor plant-based protein products over animal-based protein products are drawn to soy protein's use in infant formula and animal feed. The US Department of Agriculture (USDA) stated that soy protein reduces the risk of heart disease, thus increasing the demand for other vegan proteins.
- Despite the impact of the COVID-19 outbreak on the food supply chain, soy protein production observed a hike of 16.4% in growth rate. Due to increasing demand from major importers like China and India, exports increased by 40% from the previous year, which resulted in the market's growth. Even with the high number of COVID-19 cases observed in the major producing countries, the soybean industry continues to operate, with farmers in the United States using knowledge and technologies to maintain or increase yields while using fewer resources and caring for their land, continuously improving sustainability.

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United States Soy Protein Industry Overview

The United States Soy Protein Market is moderately consolidated, with the top five companies occupying 53.49%. The major players in this market are Archer Daniels Midland Company, Bunge Limited, CHS Inc., International Flavors & Fragrances, Inc. and Kerry Group PLC (sorted alphabetically).

Additional Benefits:

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

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