

## **United States Tofu - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The United States Tofu Market size is estimated at 467.3 million USD in 2025, and is expected to reach 856.1 million USD by 2030, growing at a CAGR of 12.87% during the forecast period (2025-2030).

Increasing demand for new variants in the tofu market through the expanded e-commerce channels drives the market

- The US tofu market is dominated by the off-trade segment in terms of distribution channels, with 43% more share by value than the on-trade distribution channel. Among all the off-trade segments of the US tofu market, supermarkets and hypermarkets had the highest market share, with 69% by value, in 2022. The US had a large number of functioning grocery stores at 63,328 at the end of 2022. Furthermore, innovations like self-checkout kiosks and walk-out technology drive supermarkets.
- The overall US tofu market grew at a rate of 41.9% by value and 40.80% by volume from 2017 to 2022. This increase was mainly due to the rise in the number of supermarkets, hotels, food enterprises, grocery stores, and other distribution channels. The number of supermarkets increased by 4.3% from 2021 to 2022, and online channels rose by 20% from 2020 to 2021. The growth of customer touchpoints led to an increase in tofu sales. Tofu production has been increasing in the country. House Foods America is a leading tofu manufacturer, producing 50% more tofu in its California facility by expanding its footprint by a 36,000 sq. ft facility. Similarly, Pulmuone is currently operating three tofu manufacturing plants in Fullerton, CA, in the Western US.
- The online channel in the off-trade distribution channel is projected to be the fastest-growing distribution channel in the US tofu market, registering a CAGR of 16.15% during the forecast period. With the rise in technological adoption by consumers, manufacturers also increased their digital presence through e-commerce. Walmart was the most popular grocery store chain nationwide, with 25.2% of the market share as of 2022. Costco and Kroger are the second and third-most popular grocers, with 7.1% and 5.6% of the market share, respectively.

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## United States Tofu Market Trends

The growing domestic demand for chickpea products has supported the pricing and accelerated production growth

- The number of Americans following plant-based diets increased to nearly 9.7 million by 2022, and about one million of them are vegan. As a result, the vegan market boomed, resulting in a surge in the consumption of meat alternatives, primarily tofu. Restaurants and fast-food chains are also starting to accommodate tofu options. With the increased demand, the average price of tofu also increased by 8.32% from 2017 to 2022 in the country. There has been an expansion in the variety of tofu products, including flavored, marinated, and pre-seasoned tofu, which is appealing to customers looking for convenient and flavorful plant-based protein.
- Soybeans are getting more expensive because of unusual market dynamics as the livestock are consuming the soybeans meant for humans, leading to a lower supply for tofu makers. In 2021, the US inflation reached 7%, impacting the prices of soybean products. A reduction in labor, an increase in land rental costs, and weather uncertainty in soybean-producing countries led soybean farmers in the United States to increase prices. In 2021, the price of soybeans reached a maximum of up to USD 14.8 per bushel, whereas in 2022, the price exceeded USD 16 per bushel. During the forecast period, tofu is expected to be expensive, which may help understand Americans' willingness to pay for the protein. Tofu is typically made from soybeans. However, owing to recent advancements in the sector, tofu made from chickpeas is gaining traction in the US market. The growing domestic demand for chickpea products has supported the pricing and accelerated production growth. The grocery store prices for chickpeas were up by 12% from 2021 and 17% higher than they were pre-pandemic. This trend directly affects the cost of chickpea-based tofu in the country.

## United States Tofu Industry Overview

The United States Tofu Market is fragmented, with the top five companies occupying 25.35%. 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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