

# Tahini Market to Reach 1.2 USD Billion by 2030 with 5.53% CAGR Driven by Increasing Demand for Organic Tahini

*Tahini Market data has been bifurcated by distribution channel into store based and non-store based*

NEW YORK, NY, UNITED STATES, March 24, 2025 /EINPresswire.com/ -- Tahini Industry was valued at USD 0.85 billion in 2022 and is expected to grow from USD 0.89 billion in 2023 to USD 1.2 billion by 2030. This growth reflects a compound annual growth rate (CAGR) of 5.53% over the forecast period (2023–2030).



The global [Tahini Market](#) has been experiencing robust growth, fueled by rising consumer interest in plant-based foods, increasing awareness of the health benefits of sesame seeds, and growing trends in organic and natural food products. Tahini, a rich, creamy paste made from ground sesame seeds, is a staple in Middle Eastern and Mediterranean cuisines and is gradually gaining popularity in Western countries due to its versatility and nutritional profile. This press release provides a comprehensive overview of the tahini market, including a detailed analysis of market categories such as conventional and organic tahini, packaging types (bottles & jars, tubs, and others), distribution channels (store-based and non-store-based), and regional trends, along with a focus on the key drivers, challenges, and industry developments impacting the market.

## Key Players:

Al Wadi Al Akhdar Sal (Lebanon), Halwani Bros. Co. (Saudi Arabia), Kevala (US), SESAJAL S.S. de C.V. (Mexico), Prince Tahina Ltd. (Israel), Dipasa USA Inc. (US), El Rashidi El Mizan (Egypt), Carwari International Pty Ltd. (Australia)

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## Market Segmentation Analysis

The tahini market can be segmented into various categories, including product type, packaging type, distribution channel, and region. The market is categorized by product type into conventional and organic tahini. Organic tahini is gaining momentum as a result of the increasing preference for organic and non-GMO food products, with consumers becoming more conscious about the quality and sourcing of their food. Organic tahini is perceived as a healthier, more sustainable option, which has further propelled the demand in developed markets like North America and Europe. On the other hand, conventional tahini continues to dominate in regions where cost plays a more significant role in purchasing decisions.

Another critical segmentation factor is the packaging type of tahini. Packaging options include bottles & jars, tubs, and other innovative formats that cater to various consumer preferences. Bottles & jars are the most common packaging types used by manufacturers due to their convenience, ease of use, and longer shelf life. These formats are particularly popular in retail settings. However, the rising demand for bulk packaging and catering services has spurred growth in tubs as well, which are often preferred by restaurants and food service providers. Moreover, innovations in packaging, including eco-friendly materials and resealable containers, are gaining traction, responding to the growing consumer demand for sustainability.

The tahini market can also be categorized by its distribution channel, with the two primary categories being store-based and non-store-based distribution. The store-based segment includes hypermarkets, supermarkets, and specialty stores, which remain the dominant sales channels for tahini. However, non-store-based distribution channels, including e-commerce platforms and direct-to-consumer models, have grown significantly in recent years. This shift has been primarily driven by consumer convenience and the increasing trend of online shopping, with e-commerce giants such as Amazon and health-focused platforms gaining prominence as tahini suppliers. Additionally, the ability to offer a wide range of tahini varieties through online channels has contributed to the growth of non-store-based sales.

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## Industry Developments and Innovations

The tahini market has witnessed several key developments in recent years, highlighting the evolving preferences of consumers and the ability of manufacturers to adapt to these shifts. One of the major developments in the tahini industry is the surge in organic product offerings, which aligns with the growing consumer demand for clean-label and organic food products. Manufacturers are investing in sourcing high-quality, non-GMO sesame seeds to meet this demand, and many have received certifications to ensure compliance with organic standards.

Furthermore, tahini producers are increasingly focusing on sustainability initiatives, particularly in packaging and production processes. Eco-friendly packaging alternatives, such as glass jars and recyclable plastic containers, have been introduced in response to consumer concerns over plastic waste. This aligns with broader sustainability trends in the food and beverage industry, where reducing environmental impact is becoming a key priority for both consumers and producers.

In terms of innovation, tahini brands have been experimenting with different flavor profiles to expand the consumer base beyond traditional sesame flavors. Variants such as garlic-infused, spicy, and chocolate-flavored tahini have been developed, catering to a more adventurous and health-conscious demographic. These flavored versions of tahini are finding their place in modern kitchens, appealing not only to traditional consumers but also to the growing vegan and gluten-free populations. Additionally, some manufacturers have also explored the use of tahini as an ingredient in ready-to-eat foods, including snacks, dips, and dressings.

### Key Market Drivers

Several factors are driving the growth of the tahini market globally. One of the most significant drivers is the rising demand for plant-based products. As more consumers adopt vegetarian, vegan, and flexitarian diets, tahini is increasingly viewed as an essential ingredient in plant-based recipes due to its nutritional content and versatility. It is an excellent source of healthy fats, protein, and essential minerals, such as calcium and iron, making it an appealing option for health-conscious consumers.

Additionally, the growing awareness of the health benefits of tahini is fueling its popularity. Tahini is rich in antioxidants, vitamins, and minerals, and its role in improving heart health, boosting energy, and supporting immune function is becoming more recognized. This awareness is particularly relevant among consumers who are shifting away from processed, sugary foods in favor of healthier, nutrient-dense alternatives.

Another critical driver is the global trend toward organic food products. With consumers becoming increasingly concerned about the use of pesticides and chemicals in food production, the demand for organic tahini has surged. Organic tahini is not only perceived as healthier but also as more environmentally friendly, contributing to its rising popularity.

The growing food service industry is also driving tahini demand. As more restaurants, cafes, and catering services embrace healthier menus that cater to plant-based diets, tahini is being used in an array of culinary applications, from spreads and dips to salad dressings and desserts. The expanding culinary use of tahini is significantly contributing to market growth.

### Key Challenges Facing the Tahini Market

Despite its strong growth trajectory, the tahini market faces a number of challenges that could

impact its future performance. One of the primary challenges is the volatile price of sesame seeds, the core ingredient in tahini production. Sesame prices fluctuate based on a variety of factors, including crop yields, climatic conditions, and geopolitical issues in key sesame-producing regions, such as Africa, Asia, and the Middle East. These fluctuations can lead to higher production costs and, in turn, affect the pricing and availability of tahini products in the market.

Additionally, supply chain disruptions pose a significant challenge for tahini producers, especially those sourcing sesame seeds from global suppliers. The COVID-19 pandemic underscored the vulnerabilities in supply chains, with production delays and transportation issues affecting the timely availability of raw materials. The global nature of the tahini supply chain means that tahini manufacturers must be proactive in managing risks associated with transportation and raw material procurement.

The competition from other plant-based spreads is another challenge for the tahini market. Products like almond butter, peanut butter, and sunflower seed butter are gaining traction, and they often offer similar nutritional benefits to tahini. These alternatives pose a competitive threat, especially as they become more widely available in mainstream grocery stores and health food markets.

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## Regional Insights

The tahini market is well-established in regions such as the Middle East, Europe, and North America, but it is expanding rapidly into emerging markets across Asia-Pacific and the Rest of the World. In North America, tahini's popularity has surged with the increasing adoption of plant-based diets and the growing demand for healthier food options. The European market is also witnessing strong growth due to the increasing consumer interest in Mediterranean diets, which prominently feature tahini.

The Asia-Pacific region represents a significant opportunity for tahini market expansion, with increasing health-consciousness among consumers and rising demand for plant-based foods. In Rest of the World, particularly in regions such as Latin America and Africa, tahini is becoming more popular, driven by international trade and the rising influence of global food trends.

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