

Global Miso Market to Reach USD 121.7 Billion by 2035 Amid Rising Demand for Functional and Natural Foods

The global miso market is experiencing steady growth, driven by rising consumer demand for traditional fermented foods and plant-based protein sources.

NEWARK, DE, UNITED STATES, May 20, 2025 /EINPresswire.com/ -- Global [Miso Market](#) to Reach USD 121.7 Billion by 2035 Amid Rising Demand for Functional and Natural Foods



Miso Market

The global miso market is poised for robust growth, projected to be valued at USD 77.0 billion by 2025, with total sales expanding at a 4.7% CAGR from 2025 to 2035. By the end of the forecast period, the market is expected to reach an impressive USD 121.7 billion, driven by a confluence of dietary trends, rising health consciousness, and culinary innovation.

“

Miso isn't just tradition in a bowl—it's the future of umami-rich, clean-label foods,” says an industry expert. “Its rising global demand reflects a shift toward mindful, flavorful nutrition.”

Nandini Roy Chaudhari

A major growth catalyst lies in miso's versatility and well-documented health benefits. Widely recognized for its probiotic properties, particularly in unpasteurized forms, miso has seen increased consumption as part of the functional foods movement. Consumers are increasingly drawn to its digestive benefits and role in gut health, making it a sought-after ingredient across age groups. At the same time, miso's culinary adaptability and ability to impart a rich umami flavor have sparked its integration beyond traditional Japanese cuisine into global fusion dishes, plant-based recipes, and gourmet innovations.

As food processors pivot toward cleaner labels and natural flavors, miso is becoming a popular choice in sauces, soups, snacks, and even desserts. The ongoing global shift towards plant-based diets has further supported its appeal as a fermented, soy-based product that aligns with vegan

and vegetarian lifestyles.

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Global Miso Market Outlook

Strategic partnerships and acquisitions continue to shape the global miso landscape. Notably, several Japanese and Korean producers have expanded their footprints through joint ventures and acquisitions of local players in Europe and North America. For example, Marukome Co., Ltd. has established overseas subsidiaries and formed partnerships to increase its global reach, while smaller artisanal brands have been acquired by health-focused conglomerates to tap into the premium, organic miso segment.

Key Market Drivers

- Global market to reach USD 121.7 billion by 2035
- CAGR of 4.7% from 2025 to 2035
- Growing traction as a functional, probiotic-rich food
- Rising demand for natural umami ingredients in fusion and plant-based cuisines
- Strong expansion of exports from Asia to North America and Europe

Emerging Trends in Miso Market

A significant emerging trend is the development of non-GMO and organic miso, catering to an increasingly discerning consumer base. Innovation in packaging, such as ready-to-use miso pastes and single-serve formats, is also gaining momentum. Furthermore, the introduction of flavored and fusion miso products — including chili, garlic, and truffle-infused versions — is helping manufacturers appeal to Western palates and younger demographics.

Regional Market Insights

- Expansion of e-commerce platforms has enabled niche miso brands to reach global customers
- Rising presence of artisanal and regional miso varieties in specialty stores and food expos
- Increasing investments in fermentation technology to reduce production time while retaining flavor and nutrition

Future Outlook

There is ample opportunity for product diversification, especially in the ready-to-eat and meal kit segments, where miso can serve as a premium ingredient. Innovations in miso-based beverages and dressings are also gaining traction. The hospitality and food service sectors are increasingly

experimenting with miso-infused recipes, from plant-based broths to dips and marinades, thus opening up new commercial channels.

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MARKET OVERVIEW AND KEY TRENDS

- Launch of miso-infused snacks and plant-based sauces in North America
- Entry of miso into functional beverage space, such as probiotic soups
- Growing retail availability of cold-packed unpasteurized miso in health stores

MARKET SEGMENTATION

The miso market is moderately fragmented, with a mix of long-standing producers and emerging artisanal brands. Key players include Marukome Co., Hikari Miso Co., Hanamaruki Foods Inc., and Eden Foods, who dominate the traditional miso segment. Meanwhile, smaller startups are carving out niches in organic, flavored, and ready-to-eat categories. As demand scales globally, competition is expected to intensify across both retail and foodservice channels.

Leading Brands

- Iyasaka Jozo Co.
- Marukome
- Source Foods
- Saikyo-Miso Co.
- Miyako Oriental Foods Inc.
- Hikari Miso Co. Ltd.
- Yamato Soysauce & Miso Co.
- Clearspring Ltd.
- Ohsawa Japan
- Muso Co., Ltd.
- Others

REGIONAL ANALYSIS

- United States: With a projected CAGR of 3.9%, miso consumption is rising due to plant-based eating and Asian cuisine trends.
- Germany: Expected to grow at 4.1%, driven by demand for fermented, natural foods in the health-conscious population.
- China: Leading the pack with 5.3% CAGR, the market is expanding due to local innovation and urban dietary shifts.
- Japan: Home to miso's origins, Japan shows a 4.8% CAGR, supported by product modernization

and export demand.

- India: The fastest-growing region at 5.8% CAGR, India is seeing increasing use of miso in vegan and gut-health product formulations.

Explore Sauces, Dressings & Condiments Industry Analysis:

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Miso Market Segmentation

By Product Type:

As per product type, the industry has been categorized into Red Miso, White Miso, and Mixed Miso.

By Raw Material:

This segment is further categorized into Soybean, Rice, Barley, and Others.

By End-User:

This segment is further categorized into Consumer and Food Services.

By Distribution Channel:

This segment is further categorized into Wholesale and Retail.

By Region:

The market is analyzed across North America, Latin America, Western Europe, Eastern Europe, South Asia & Pacific, East Asia, Central Asia, Balkan and Baltic countries, Russia and Belarus, and the Middle East & Africa.

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