

## **Tahini Market is estimated to be US\$ 2.33 billion by 2030 with a CAGR of 5.52% during the forecast period**

**Tahini** is a thick paste made from sesame seeds. It contains vitamin B, calcium, and proteins, among other things. Tahini is abundant in fatty acids, which have a number of health advantages, including promoting healthy skin. It also has a significant amount of Vitamin E, which aids in the slowing of the ageing process. Tahini has higher protein content than other foods such as milk, soy, almonds, and others. Tahini-based sauces are used as a salad dressing and a topping for vegetables and meat in Middle Eastern cuisine. The COVID-19 pandemic is expected to have a significant influence on the worldwide tahini industry, which includes global commerce, consumption, and manufacture or production. As a result of government initiatives such as whole or partial lockouts in various countries, tahini consumption in food service establishments has dropped considerably. To prevent the spread of COVID-19, hotels, restaurants, and retail establishments have been closed. The indirect and direct repercussions of the COVID-19 pandemic's worldwide recession are expected to have a larger negative impact on tahini demand. Lower household incomes could lead to hamper tahini demand in terms of volume.

### **Region Analysis:**

Turkey dominated the market, closely followed by Israel, Iran, Jordan, Saudi Arabia, and Lebanon. The top importer of sesame seeds was China, while the largest exporter was Ethiopia. By the conclusion of the forecast period, African countries, particularly Egypt, are likely to dominate the market in terms of supply and demand, while Asian imports are expected to rise. Tahini products face severe competition, particularly from outside markets, as a symbol of culinary culture. Tahini's appeal has grown around the world as a result of its health benefits, as well as the healthy food trend among consumers.

### **Key Highlights:**

- In May 2019, Absolutely Gluten Free Company launched Tahini energy bars in U.S.
- In March 2018, Soom Foods, LLC launched two innovative tahini squeeze packets in dips & spreads segment.
- In April 2017, El-Raey Sweetness Halva Company established a new product facility in Badr City, Egypt.

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### **Key Market Insights from the report:**

Global Tahini Market accounted for US\$ 1.37 billion in 2020 and is estimated to be US\$ 2.33 billion by 2030 and is anticipated to register a CAGR of 5.52%. The market report has been segmented on the basis of product, distribution channel, and region.

- By product type, Sauces & dips are expected to be the fastest-growing product segment at a CAGR of 5.6% from 2019 to 2025 on account of extensive product application scope. Moreover, rising living standards and growing awareness about the nutritional benefits associated with essential fatty acids, magnesium, phosphorous, and Vitamin B1 contents is expected to drive the segment further.
- By distribution channel, Offline was the largest distribution channel segment in 2018. These channels include hypermarkets, supermarkets, exclusive or brand outlets, convenience stores, and unorganized retail segment. Over the past few years, major supermarkets

including Walmart and 7-Elev'en have been investing more in developing countries, such as India, Thailand, and Taiwan, targeting the untapped regions.

- By region, the largest market was Middle East & Africa and it will maintain the supremacy during the course of the forecast period. The important nations of this area generating the revenue are Oman, Jordan, Israel, Lebanon, and Saudi Arabia.

**Competitive Landscape & their strategies of Global Tahini Market:**

The prominent player operating in the global tahini market includes Al Wadi Al Akhdar, El Rashidi El Mizan, Prince Tahina Ltd., Haitoglou Bros, Halwani Bros. Co., Ltd., Carwari International Pty. Ltd., Dipasa USA Inc., Kevala, Mounir Bissat Factories, and SESAJAL S.A. de C.V.

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