

# Increasing Consumption and Sales is Driving the Tahini Consumption Market to Grow at a CAGR of 12% from 2016 to 2022

*Tahini Consumption Market by Type (Hulled Tahini and Unhulled Tahini), Application (Paste & Spreads, Halva & Other Sweets) and by Region - Forecast to 2022*

PUNE, MAHARASHTRA, INDIA, April 20, 2017 /EINPresswire.com/ -- Market Overview:

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Tahini is a delicious paste made from sesame seeds. It is a basic ingredient in Middle Eastern cuisine and several other ethnic cuisines including Greek, North Africa and Turkish cuisine. It contains large amounts of essential fatty acids and necessary nutrients such as Vitamin B1, magnesium, phosphorous. Tahini is usually play an important role in the manufacture of spreads or sauces, and has been widely used in Hummus, Baba Ghanouj, Falafel Pitas and other ethnic dishes.

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Key players in the Global Tahini Consumption Market primarily are Haitoglou Bros, Balsam, Prince Tahini, Al Wadi AlAkhdar, DIPASA, Carwari, A.O. Ghandour & Sons and Sesajal. ”

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Market Forecast:

Global [Tahini Consumption Market](#) is estimated to grow more than 12% from 2016 to 2022.

In consumption market, the global consumption value of tahini increases with the 12% average growth rate. USA and the Middle East are the mainly consumption region due to the bigger demand of downstream applications. In 2015, USA occupied 78% of the global tahini consumption volume in total in 2015. Sauces and dips application of tahini is growing at the rate of 8.9% during forecast period 2016 to 2021 which is more than any other application segment in tahini market.

Market Segmentation:

Global Tahini Consumption Market is segmented by type, application and region.

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Key Players and Competitive Analysis-

The major key players in Tahini Market are

- Haitoglou Bros
- Balsam
- Prince Tahini
- Al Wadi AlAkhdar
- DIPASA, Carwari
- A.O. Ghandour & Sons
- Sesajal

Tahini consumption market is dominated by key manufacturers. Many key manufacturers are focusing on R&D activities to expand their product portfolio and to create product differentiation from competitors.

## Regional Analysis

The global tahini consumption market is segmented into North America, Europe, and Asia Pacific along with rest of the world (RoW). Among this North America region is dominating the Tahini consumption market. U.S consumes more than 30% tahini followed by Europe which consumes more than 20% of tahini compare to other major tahini consuming countries like China and Japan. Tahini consumption in Japan is growing significantly compare to U.S., China and Europe.

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## Downstream Analysis:

Tahini has two types, which include hulled, and unhulled. With fine taste of tahini, the downstream application industries will need more tahini products. So, tahini has a huge market potential in the future. Manufacturers engaged in the industry are trying to produce more kinds of taste tahini through improving technology and adding additional agent. The major raw materials for tahini are sesame seed, lemon, garlic, olive oil and salt. Fluctuations in the price of the upstream product will impact on the production cost of tahini. The production cost of tahini is also an important factor which could impact the price of tahini. The tahini manufacturers are trying to reduce production cost by developing production method.

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