

Watermelon Seeds Market By Nature (Organic, Conventional) , By Type (Raw Seeds, Roasted Seeds, Flavored Seeds) By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Convenience Stores, Online Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

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Abstracts

The watermelon seeds market was valued at \$1.9 billion in 2023, and is projected to reach \$4.2 billion by 2033, growing at a CAGR of 8.2% from 2024 to 2033.

Watermelon seeds, often overlooked as remnants of the summer fruit, are rich in nutrients and offer a wide array of health benefits. Harvested from watermelons, these seeds are packed with essential nutrients, including protein, healthy fats, vitamins, and minerals like magnesium, iron, and zinc. Available in black, brown, or white, watermelon seeds can be roasted or sprouted to make them edible and even more nutritious. They are also used in various culinary applications, providing a crunchy texture and a mildly nutty flavor.

The global watermelon seeds market is witnessing robust growth due to rise in health consciousness, which is shifting consumer preference toward nutrient-dense foods, including watermelon seeds. In addition, surge in demand for plant-based protein sources, especially among vegetarians, vegans, and flexitarians, is fueling the growth of the global market. According to a 2023 article published in Vegconomist—the vegan business magazine—in the last 10 years, plant-based alternatives have increased by 62%. Plant-based food options are now served in approximately 42% of the restaurants in the U.S. With the growing demand for plant-based food, 30% of the food service

providers plan to add more plant-based meals in their menus. Furthermore, expansion of the functional foods market is contributing to the demand for nutrient-rich ingredients like watermelon seeds. Moreover, rise in demand for healthy snack alternatives such as roasted or flavored watermelon seeds augments the market growth. Increase in use of watermelon seeds in cosmetics and personal care further propels the growth of the market. For instance, watermelon seed oil is valued for its hydrating and antioxidant properties and is increasingly used in skincare and haircare products. However, availability of more popular seed varieties such as like chia, flax, and pumpkin seeds restrains the growth of the market. In addition, potential allergies and digestive issues caused by watermelon seeds limit their adoption as a snack or food ingredient, especially among consumers with food sensitivities. On the contrary, companies are exploring new ways to incorporate watermelon seeds into products, from protein powders to baked goods, enhancing their appeal in diverse markets and increasing consumption. Such initiatives are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global watermelon seeds market is segmented into nature, type, distribution, and region. By nature, the market is bifurcated into organic and conventional. On the basis of type, it is segregated into raw seeds, roasted seeds, and flavored seeds. Depending on distribution channel, it is divided into hypermarkets & supermarkets, specialty stores, convenience stores, online retailers, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By nature, the conventional segment held the major share of the market share in 2023; however, the organic segment is projected to exhibit the highest CAGR from 2024 to 2033.

On the basis of type, the raw seed segment dominated the market. in terms of share, in 2023; however, the flavored seeds segment is anticipated to register the highest CAGR during the forecast period.

Depending on distribution channel, the hypermarkets & supermarkets segment garnered the largest share in 2023; however, the online retail segment is likely to grow at a notable pace in the coming years.

Region wise, Europe was the major revenue generator in 2023.

Competition Analysis

Competitive analysis and profiles of the major players in the global watermelon seeds market include Syngenta AG, Bayer Crop Science AG., Sakata Seed Corporation, BASF SE, Rijk Zwaan, Johnny's Selected Seeds, Harris Seeds, Seedway, HM Clause, and East-West Seed. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Regulatory Guidelines

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Nature

Watermelon Seeds Market By Nature (Organic, Conventional) , By Type (Raw Seeds, Roasted Seeds, Flavored Seeds)...

Organic

Conventional

By Type

Raw Seeds

Roasted Seeds

Flavored Seeds

By Distribution Channel

Hypermarkets and Supermarkets

Specialty Stores

Convenience Stores

Online Retailers

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Syngenta AG

Bayer Crop Science AG.

Sakata Seed Corporation

BASF SE

Rijk Zwaan

Johnny's Selected Seeds

Harris Seeds

Seedway

HM Clause

East-West Seed

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