

Global Clarified Butter Market Size Study, by Product (Conventional, Flavored), by Application (B2B, B2C), by Distribution Channel (Online, Offline), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G3727D914E72EN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G3727D914E72EN

Abstracts

Global Clarified Butter Market is valued at USD 2.51 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 6.7% over the forecast period 2024-2032. Clarified butter, commonly known as 'ghee' in many regions, is becoming a versatile and preferred cooking ingredient worldwide. Distinguished by its unique yellow texture and high smoke point, clarified butter offers a rich flavor that enhances cooking efficiency and quality. Its popularity stems from its numerous health benefits, including improved heart and digestive health, enhanced immunity, and suitability for lactose-intolerant individuals due to its negligible casein and lactose content.

Increasing consumer inclination towards nutritious and innovation-driven food products drives the growth of the clarified butter market. The conventional clarified butter segment dominates the market, as it remains a staple in traditional culinary practices across the globe. Meanwhile, the flavored clarified butter segment is rapidly gaining traction, driven by young consumers seeking unique, innovative products infused with flavors such as garlic, herbs, and vanilla.

The B2C segment holds the largest share, attributed to household consumers using clarified butter for sautéing, baking, seasoning, and frying. On the other hand, the B2B segment is projected to grow at the highest CAGR due to increasing adoption by commercial entities such as bakeries, restaurants, and confectioneries, leveraging clarified butter's ability to enhance taste, aroma, and presentation.

Asia Pacific dominates the market with a revenue share of 43% in 2024, driven by its

traditional use of clarified butter in cooking across diverse cuisines in countries such as India and China. North America and Europe follow, fueled by rising consumer awareness of clarified butter's health benefits and growing adoption in diverse culinary applications.

The clarified butter market is highly competitive, with major players focusing on portfolio diversification, strategic collaborations, and geographic expansion. Key companies include Amul (GCMMF), Nestl?, Britannia Industries, and Patanjali Ayurved Limited. These players are leveraging digital platforms and quick commerce to improve accessibility and enhance customer engagement.

Major market players included in this report are:

Amul (GCMMF)

Nestl?

Britannia Industries

Patanjali Ayurved Limited

Haryana Dairy Development Cooperative Federation Limited

Pure Indian Foods

Ancient Organics

GHEE EASY

Almarai

Annapurnagroup and M/s Sundarbans Food Products (I) Pvt. Ltd.

The detailed segments and sub-segment of the market are explained below:

By Product

Conventional

Flavored

By Application

B2B

B2C

By Distribution Channel

Online

Offline

By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Spain

Asia Pacific

India

Japan

China

Australia & New Zealand

Latin America

Brazil

Argentina

Middle East

Saudi Arabia

South Africa

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Global Clarified Butter Market Size Study, by Product (Conventional, Flavored), by Application (B2B, B2C), by...

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approaches.

Analysis of competitive structure of the market.

Demand-side and supply-side analysis of the market.

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