

# **Global Salted Butter Market Size Study, By Distribution Channel (Online, Offline), By Product (Blocks, Sticks, Others), By Application (Household, Commercial) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Salted Butter Market is valued at approximately USD 35.38 Billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.1% over the forecast period 2024-2032. Salted butter, a variant infused with added salt, typically comprises 1.5%-2% salt content, enhancing both flavor and preservation. The inclusion of salt not only enriches the taste but also extends the butter's shelf life to approximately three months, serving as a natural preservative. While salted butter proves versatile in diverse cooking applications, its suitability for baking increases its adoption. Despite its flavor-enhancing properties, incorporating salted butter into baked goods presents challenges. The inherent salt highlights the delicate sweetness of recipes, potentially compromising the intended flavor profile.

The salted butter industry is expected to observe progressive growth owing to the rising popularity of bakery products. Numerous developed and developing countries are observing progressive growth in bakery, for instance, the U.S., and China are the leading countries in terms of market size and are key players, together with other countries such as Japan and Canada. In 2021, the U.S. accounted for approximately 20% of the global bakery market share followed by China, which held around 7% share. As consumers increasingly indulge in pastries, bread, cakes, and cookies, the demand for high-quality butter, particularly salted varieties, is on the rise. Salted butter adds a unique flavor profile to baked goods, enhancing their taste and texture, thereby attracting discerning consumers. Moreover, the expanding distribution channels and increasing demand in Asia Pacific present various lucrative opportunities over the forecast years. However, the regulatory guidelines, health awareness and shift to

healthier alternatives are challenging the market growth throughout the forecast period of 2024-2032.

The key regions considered for the Global Salted Butter Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. Europe is a dominating region in the Global Salted Butter Market in terms of revenue. The market growth in the region is being attributed to factors including long-standing tradition of dairy production and high consumption of butter in various culinary applications. Countries like France, Germany, and Ireland are key players in this region, with well-established dairy industries and strong exports. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by increasing urbanization, rising disposable incomes, and changing dietary preferences. The growing popularity of Western cuisines and bakery products in countries such as China, India, and Japan is boosting the demand for butter.

Major market players included in this report are:

Mainland  
Granarolo  
Land O'Lakes  
Crystal Farms  
Finlandia Cheese  
Kerrygold  
Anchor  
Agral Butter  
Devondale  
Arla Foods  
Fonterra Co-operative Group Limited  
Dairy Farmers of America, Inc.  
Groupe Lactalis  
Meiji Holdings Co., Ltd.  
Unilever PLC

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

By Distribution Channel:

Online  
Offline

By Product:

Blocks  
Sticks  
Others

By Application:  
Household  
Commercial

By Region:  
North America  
U.S.  
Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Latin America  
Brazil  
Mexico  
Rest of Latin America

Middle East & Africa  
Saudi Arabia  
South Africa  
RoMEA

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.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of 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 approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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