

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.

Contents

CHAPTER 1. GLOBAL SALTED BUTTER MARKET EXECUTIVE SUMMARY

- 1.1. Global Salted Butter Market Size & Forecast (2022- 2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Distribution Channel
 - 1.3.2. By Product
 - 1.3.3. By Application
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL SALTED BUTTER MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL SALTED BUTTER MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Rising Popularity of Bakery Products
- 3.1.2. Versatility in Culinary Applications

3.2. Market Challenges

- 3.2.1. Health Awareness and Shift to Healthier Alternatives
- 3.2.2. Regulatory Guidelines

3.3. Market Opportunities

- 3.3.1. Expanding Distribution Channels
- 3.3.2. Increasing Demand in Asia-Pacific

CHAPTER 4. GLOBAL SALTED BUTTER MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL SALTED BUTTER MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL 2022-2032

5.1. Segment Dashboard

5.2. Global Salted Butter Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Online

5.2.2. Offline

CHAPTER 6. GLOBAL SALTED BUTTER MARKET SIZE & FORECASTS BY PRODUCT 2022-2032

6.1. Segment Dashboard

6.2. Global Salted Butter Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Blocks

6.2.2. Sticks

6.2.3. Others

CHAPTER 7. GLOBAL SALTED BUTTER MARKET SIZE & FORECASTS BY APPLICATION 2022-2032

7.1. Segment Dashboard

7.2. Global Salted Butter Market: Application Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Household

7.2.2. Commercial

CHAPTER 8. GLOBAL SALTED BUTTER MARKET SIZE & FORECASTS BY REGION 2022-2032

8.1. North America Salted Butter Market

8.1.1. U.S. Salted Butter Market

8.1.1.1. Distribution Channel breakdown size & forecasts, 2022-2032

8.1.1.2. Product breakdown size & forecasts, 2022-2032

8.1.1.3. Application breakdown size & forecasts, 2022-2032

8.1.2. Canada Salted Butter Market

8.2. Europe Salted Butter Market

8.2.1. U.K. Salted Butter Market

8.2.2. Germany Salted Butter Market

8.2.3. France Salted Butter Market

8.2.4. Spain Salted Butter Market

8.2.5. Italy Salted Butter Market

8.2.6. Rest of Europe Salted Butter Market

8.3. Asia-Pacific Salted Butter Market

- 8.3.1. China Salted Butter Market
- 8.3.2. India Salted Butter Market
- 8.3.3. Japan Salted Butter Market
- 8.3.4. Australia Salted Butter Market
- 8.3.5. South Korea Salted Butter Market
- 8.3.6. Rest of Asia Pacific Salted Butter Market
- 8.4. Latin America Salted Butter Market
 - 8.4.1. Brazil Salted Butter Market
 - 8.4.2. Mexico Salted Butter Market
 - 8.4.3. Rest of Latin America Salted Butter Market
- 8.5. Middle East & Africa Salted Butter Market
 - 8.5.1. Saudi Arabia Salted Butter Market
 - 8.5.2. South Africa Salted Butter Market
 - 8.5.3. Rest of Middle East & Africa Salted Butter Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Company
 - 9.1.2. Company
 - 9.1.3. Company
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Mainland
 - 9.3.1.1. Key Information
 - 9.3.1.2. Overview
 - 9.3.1.3. Financial (Subject to Data Availability)
 - 9.3.1.4. Product Summary
 - 9.3.1.5. Market Strategies
 - 9.3.2. Granarolo
 - 9.3.3. Land O'Lakes
 - 9.3.4. Crystal Farms
 - 9.3.5. Finlandia Cheese
 - 9.3.6. Kerrygold
 - 9.3.7. Anchor
 - 9.3.8. Agral Butter
 - 9.3.9. Devondale
 - 9.3.10. Arla Foods
 - 9.3.11. Fonterra Co-operative Group Limited

- 9.3.12. Dairy Farmers of America, Inc.
- 9.3.13. Groupe Lactalis
- 9.3.14. Meiji Holdings Co., Ltd.
- 9.3.15. Unilever PLC

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Salted Butter market, report scope

TABLE 2. Global Salted Butter market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Salted Butter market estimates & forecasts by Distribution Channel 2022-2032 (USD Billion)

TABLE 4. Global Salted Butter market estimates & forecasts by Product 2022-2032 (USD Billion)

TABLE 5. Global Salted Butter market estimates & forecasts by Application 2022-2032 (USD Billion)

TABLE 6. Global Salted Butter market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Salted Butter market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Salted Butter market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Salted Butter market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Salted Butter market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Salted Butter market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Salted Butter market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. Global Salted Butter market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. Global Salted Butter market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 15. U.S. Salted Butter market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 16. U.S. Salted Butter market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 17. U.S. Salted Butter market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Salted Butter market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 19. Canada Salted Butter market estimates & forecasts by segment 2022-2032

(USD Billion)

TABLE 20. Canada Salted Butter market estimates & forecasts by segment 2022-2032

(USD Billion)

.....

This list is not complete, the final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Salted Butter market, research methodology
- FIG 2. Global Salted Butter market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods.
- FIG 4. Global Salted Butter market, key trends 2023
- FIG 5. Global Salted Butter market, growth prospects 2022-2032
- FIG 6. Global Salted Butter market, porters 5 force model
- FIG 7. Global Salted Butter market, PESTEL analysis
- FIG 8. Global Salted Butter market, value chain analysis
- FIG 9. Global Salted Butter market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Salted Butter market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Salted Butter market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Salted Butter market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Salted Butter market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Salted Butter market, regional snapshot 2022 & 2032
- FIG 15. North America Salted Butter market 2022 & 2032 (USD Billion)
- FIG 16. Europe Salted Butter market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Salted Butter market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Salted Butter market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Salted Butter market 2022 & 2032 (USD Billion)
- FIG 20. Global Salted Butter market, company market share analysis (2023)

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