

# Global Butterfly Popcorn Market Research Report 2026(Status and Outlook)

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## Abstracts

Butterfly popcorn, also known as "snowflake popcorn," is a variety of popcorn kernel known for its light, airy, and irregular shape when popped. Unlike the more compact "mushroom" popcorn, butterfly popcorn has a delicate, butterfly-like structure with multiple protruding wings, making it ideal for coating with flavored toppings like butter, caramel, or cheese. It is commonly used in snack foods, movie theaters, and as a gourmet treat. Butterfly popcorn is appreciated for its crispy texture and ability to hold seasonings well, offering a satisfying crunch and rich flavor profile with every bite.

The global Butterfly Popcorn market size was estimated at USD 2176.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 4.60% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Butterfly Popcorn market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Butterfly Popcorn market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables

stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Butterfly Popcorn market.

## **Global Butterfly Popcorn Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

ConAgra  
Weaver Popcorn  
PepsiCo  
Amplify  
Snyder's-Lance  
Butterkist  
American Popcorn  
Angie's Artisan Treats  
Borges  
Chamerfood  
Garrett Popcorn Shops  
Newman's Own  
Aramidth International  
Joe and Seph  
Mage's  
Inter-Grain

Quinn

### **Market Segmentation (by Type)**

Ready-to-eat Popcorn

Microwave Popcorn

### **Market Segmentation (by Application)**

Household

Commercial

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Butterfly Popcorn Market

Overview of the regional outlook of the Butterfly Popcorn Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Butterfly Popcorn Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Butterfly Popcorn, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Butterfly Popcorn
- 1.2 Key Market Segments
  - 1.2.1 Butterfly Popcorn Segment by Type
  - 1.2.2 Butterfly Popcorn Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 BUTTERFLY POPCORN MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Butterfly Popcorn Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Butterfly Popcorn Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 BUTTERFLY POPCORN MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Butterfly Popcorn Product Life Cycle
- 3.3 Global Butterfly Popcorn Sales by Manufacturers (2020-2025)
- 3.4 Global Butterfly Popcorn Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Butterfly Popcorn Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Butterfly Popcorn Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Butterfly Popcorn Market Competitive Situation and Trends
  - 3.8.1 Butterfly Popcorn Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Butterfly Popcorn Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 BUTTERFLY POPCORN INDUSTRY CHAIN ANALYSIS**

- 4.1 Butterfly Popcorn Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF BUTTERFLY POPCORN MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Butterfly Popcorn Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Butterfly Popcorn Market
- 5.7 ESG Ratings of Leading Companies

## **6 BUTTERFLY POPCORN MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Butterfly Popcorn Sales Market Share by Type (2020-2025)
- 6.3 Global Butterfly Popcorn Market Size by Type (2020-2025)
- 6.4 Global Butterfly Popcorn Price by Type (2020-2025)

## **7 BUTTERFLY POPCORN MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Butterfly Popcorn Market Sales by Application (2020-2025)
- 7.3 Global Butterfly Popcorn Market Size (M USD) by Application (2020-2025)

## 7.4 Global Butterfly Popcorn Sales Growth Rate by Application (2020-2025)

# 8 BUTTERFLY POPCORN MARKET SALES BY REGION

## 8.1 Global Butterfly Popcorn Sales by Region

### 8.1.1 Global Butterfly Popcorn Sales by Region

### 8.1.2 Global Butterfly Popcorn Sales Market Share by Region

## 8.2 Global Butterfly Popcorn Market Size by Region

### 8.2.1 Global Butterfly Popcorn Market Size by Region

### 8.2.2 Global Butterfly Popcorn Market Size by Region

## 8.3 North America

### 8.3.1 North America Butterfly Popcorn Sales by Country

### 8.3.2 North America Butterfly Popcorn Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Butterfly Popcorn Sales by Country

### 8.4.2 Europe Butterfly Popcorn Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Butterfly Popcorn Sales by Region

### 8.5.2 Asia Pacific Butterfly Popcorn Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Butterfly Popcorn Sales by Country

### 8.6.2 South America Butterfly Popcorn Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Butterfly Popcorn Sales by Region
- 8.7.2 Middle East and Africa Butterfly Popcorn Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 BUTTERFLY POPCORN MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Butterfly Popcorn by Region(2020-2025)
- 9.2 Global Butterfly Popcorn Revenue Market Share by Region (2020-2025)
- 9.3 Global Butterfly Popcorn Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Butterfly Popcorn Production
  - 9.4.1 North America Butterfly Popcorn Production Growth Rate (2020-2025)
  - 9.4.2 North America Butterfly Popcorn Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Butterfly Popcorn Production
  - 9.5.1 Europe Butterfly Popcorn Production Growth Rate (2020-2025)
  - 9.5.2 Europe Butterfly Popcorn Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Butterfly Popcorn Production (2020-2025)
  - 9.6.1 Japan Butterfly Popcorn Production Growth Rate (2020-2025)
  - 9.6.2 Japan Butterfly Popcorn Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Butterfly Popcorn Production (2020-2025)
  - 9.7.1 China Butterfly Popcorn Production Growth Rate (2020-2025)
  - 9.7.2 China Butterfly Popcorn Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 ConAgra
  - 10.1.1 ConAgra Basic Information
  - 10.1.2 ConAgra Butterfly Popcorn Product Overview
  - 10.1.3 ConAgra Butterfly Popcorn Product Market Performance
  - 10.1.4 ConAgra Business Overview
  - 10.1.5 ConAgra SWOT Analysis
  - 10.1.6 ConAgra Recent Developments

## 10.2 Weaver Popcorn

- 10.2.1 Weaver Popcorn Basic Information
- 10.2.2 Weaver Popcorn Butterfly Popcorn Product Overview
- 10.2.3 Weaver Popcorn Butterfly Popcorn Product Market Performance
- 10.2.4 Weaver Popcorn Business Overview
- 10.2.5 Weaver Popcorn SWOT Analysis
- 10.2.6 Weaver Popcorn Recent Developments

## 10.3 PepsiCo

- 10.3.1 PepsiCo Basic Information
- 10.3.2 PepsiCo Butterfly Popcorn Product Overview
- 10.3.3 PepsiCo Butterfly Popcorn Product Market Performance
- 10.3.4 PepsiCo Business Overview
- 10.3.5 PepsiCo SWOT Analysis
- 10.3.6 PepsiCo Recent Developments

## 10.4 Amplify

- 10.4.1 Amplify Basic Information
- 10.4.2 Amplify Butterfly Popcorn Product Overview
- 10.4.3 Amplify Butterfly Popcorn Product Market Performance
- 10.4.4 Amplify Business Overview
- 10.4.5 Amplify Recent Developments

## 10.5 Snyder's-Lance

- 10.5.1 Snyder's-Lance Basic Information
- 10.5.2 Snyder's-Lance Butterfly Popcorn Product Overview
- 10.5.3 Snyder's-Lance Butterfly Popcorn Product Market Performance
- 10.5.4 Snyder's-Lance Business Overview
- 10.5.5 Snyder's-Lance Recent Developments

## 10.6 Butterkist

- 10.6.1 Butterkist Basic Information
- 10.6.2 Butterkist Butterfly Popcorn Product Overview
- 10.6.3 Butterkist Butterfly Popcorn Product Market Performance
- 10.6.4 Butterkist Business Overview
- 10.6.5 Butterkist Recent Developments

## 10.7 American Popcorn

- 10.7.1 American Popcorn Basic Information
- 10.7.2 American Popcorn Butterfly Popcorn Product Overview
- 10.7.3 American Popcorn Butterfly Popcorn Product Market Performance
- 10.7.4 American Popcorn Business Overview
- 10.7.5 American Popcorn Recent Developments

## 10.8 Angie's Artisan Treats

- 10.8.1 Angie's Artisan Treats Basic Information
- 10.8.2 Angie's Artisan Treats Butterfly Popcorn Product Overview
- 10.8.3 Angie's Artisan Treats Butterfly Popcorn Product Market Performance
- 10.8.4 Angie's Artisan Treats Business Overview
- 10.8.5 Angie's Artisan Treats Recent Developments
- 10.9 Borges
  - 10.9.1 Borges Basic Information
  - 10.9.2 Borges Butterfly Popcorn Product Overview
  - 10.9.3 Borges Butterfly Popcorn Product Market Performance
  - 10.9.4 Borges Business Overview
  - 10.9.5 Borges Recent Developments
- 10.10 Chamerfood
  - 10.10.1 Chamerfood Basic Information
  - 10.10.2 Chamerfood Butterfly Popcorn Product Overview
  - 10.10.3 Chamerfood Butterfly Popcorn Product Market Performance
  - 10.10.4 Chamerfood Business Overview
  - 10.10.5 Chamerfood Recent Developments
- 10.11 Garrett Popcorn Shops
  - 10.11.1 Garrett Popcorn Shops Basic Information
  - 10.11.2 Garrett Popcorn Shops Butterfly Popcorn Product Overview
  - 10.11.3 Garrett Popcorn Shops Butterfly Popcorn Product Market Performance
  - 10.11.4 Garrett Popcorn Shops Business Overview
  - 10.11.5 Garrett Popcorn Shops Recent Developments
- 10.12 Newman?s Own
  - 10.12.1 Newman?s Own Basic Information
  - 10.12.2 Newman?s Own Butterfly Popcorn Product Overview
  - 10.12.3 Newman?s Own Butterfly Popcorn Product Market Performance
  - 10.12.4 Newman?s Own Business Overview
  - 10.12.5 Newman?s Own Recent Developments
- 10.13 Aramidth International
  - 10.13.1 Aramidth International Basic Information
  - 10.13.2 Aramidth International Butterfly Popcorn Product Overview
  - 10.13.3 Aramidth International Butterfly Popcorn Product Market Performance
  - 10.13.4 Aramidth International Business Overview
  - 10.13.5 Aramidth International Recent Developments
- 10.14 Joe and Seph
  - 10.14.1 Joe and Seph Basic Information
  - 10.14.2 Joe and Seph Butterfly Popcorn Product Overview
  - 10.14.3 Joe and Seph Butterfly Popcorn Product Market Performance

- 10.14.4 Joe and Seph Business Overview
- 10.14.5 Joe and Seph Recent Developments
- 10.15 Mage's
  - 10.15.1 Mage's Basic Information
  - 10.15.2 Mage's Butterfly Popcorn Product Overview
  - 10.15.3 Mage's Butterfly Popcorn Product Market Performance
  - 10.15.4 Mage's Business Overview
  - 10.15.5 Mage's Recent Developments
- 10.16 Inter-Grain
  - 10.16.1 Inter-Grain Basic Information
  - 10.16.2 Inter-Grain Butterfly Popcorn Product Overview
  - 10.16.3 Inter-Grain Butterfly Popcorn Product Market Performance
  - 10.16.4 Inter-Grain Business Overview
  - 10.16.5 Inter-Grain Recent Developments
- 10.17 Quinn
  - 10.17.1 Quinn Basic Information
  - 10.17.2 Quinn Butterfly Popcorn Product Overview
  - 10.17.3 Quinn Butterfly Popcorn Product Market Performance
  - 10.17.4 Quinn Business Overview
  - 10.17.5 Quinn Recent Developments

## **11 BUTTERFLY POPCORN MARKET FORECAST BY REGION**

- 11.1 Global Butterfly Popcorn Market Size Forecast
- 11.2 Global Butterfly Popcorn Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Butterfly Popcorn Market Size Forecast by Country
  - 11.2.3 Asia Pacific Butterfly Popcorn Market Size Forecast by Region
  - 11.2.4 South America Butterfly Popcorn Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Butterfly Popcorn by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global Butterfly Popcorn Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Butterfly Popcorn by Type (2026-2035)
  - 12.1.2 Global Butterfly Popcorn Market Size Forecast by Type (2026-2035)
  - 12.1.3 Global Forecasted Price of Butterfly Popcorn by Type (2026-2035)
- 12.2 Global Butterfly Popcorn Market Forecast by Application (2026-2035)
  - 12.2.1 Global Butterfly Popcorn Sales (K Units) Forecast by Application

## 12.2.2 Global Butterfly Popcorn Market Size (M USD) Forecast by Application (2026-2035)

### **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Butterfly Popcorn Market Size by Type (M USD)
- Table 4. Global Butterfly Popcorn Market Size by Application
- Table 5. Butterfly Popcorn Market Size Comparison by Region (M USD)
- Table 6. Global Butterfly Popcorn Sales (K Units) by Manufacturers (2020-2025)
- Table 7. Global Butterfly Popcorn Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Butterfly Popcorn Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Butterfly Popcorn Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Butterfly Popcorn as of 2025)
- Table 11. Global Market Butterfly Popcorn Average Price (USD/Unit) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Butterfly Popcorn Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Butterfly Popcorn Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Butterfly Popcorn Sales by Type (K Units)
- Table 27. Global Butterfly Popcorn Market Size by Type (M USD)
- Table 28. Global Butterfly Popcorn Sales (K Units) by Type (2020-2025)
- Table 29. Global Butterfly Popcorn Sales Market Share by Type (2020-2025)
- Table 30. Global Butterfly Popcorn Market Size (M USD) by Type (2020-2025)
- Table 31. Global Butterfly Popcorn Market Share by Type (2020-2025)

- Table 32. Global Butterfly Popcorn Price (USD/Unit) by Type (2020-2025)
- Table 33. Global Butterfly Popcorn Sales (K Units) by Application
- Table 34. Global Butterfly Popcorn Market Size by Application
- Table 35. Global Butterfly Popcorn Sales by Application (2020-2025) & (K Units)
- Table 36. Global Butterfly Popcorn Sales Market Share by Application (2020-2025)
- Table 37. Global Butterfly Popcorn Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Butterfly Popcorn Market Share by Application (2020-2025)
- Table 39. Global Butterfly Popcorn Sales Growth Rate by Application (2020-2025)
- Table 40. Global Butterfly Popcorn Sales by Region (2020-2025) & (K Units)
- Table 41. Global Butterfly Popcorn Sales Market Share by Region (2020-2025)
- Table 42. Global Butterfly Popcorn Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Butterfly Popcorn Market Size by Region (2020-2025)
- Table 44. North America Butterfly Popcorn Sales by Country (2020-2025) & (K Units)
- Table 45. North America Butterfly Popcorn Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Butterfly Popcorn Sales by Country (2020-2025) & (K Units)
- Table 47. Europe Butterfly Popcorn Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Butterfly Popcorn Sales by Region (2020-2025) & (K Units)
- Table 49. Asia Pacific Butterfly Popcorn Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Butterfly Popcorn Sales by Country (2020-2025) & (K Units)
- Table 51. South America Butterfly Popcorn Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Butterfly Popcorn Sales by Region (2020-2025) & (K Units)
- Table 53. Middle East and Africa Butterfly Popcorn Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Butterfly Popcorn Production (K Units) by Region(2020-2025)
- Table 55. Global Butterfly Popcorn Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Butterfly Popcorn Revenue Market Share by Region (2020-2025)
- Table 57. Global Butterfly Popcorn Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 58. North America Butterfly Popcorn Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 59. Europe Butterfly Popcorn Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 60. Japan Butterfly Popcorn Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 61. China Butterfly Popcorn Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

- Table 62. ConAgra Basic Information
- Table 63. ConAgra Butterfly Popcorn Product Overview
- Table 64. ConAgra Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 65. ConAgra Business Overview
- Table 66. ConAgra SWOT Analysis
- Table 67. ConAgra Recent Developments
- Table 68. Weaver Popcorn Basic Information
- Table 69. Weaver Popcorn Butterfly Popcorn Product Overview
- Table 70. Weaver Popcorn Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 71. Weaver Popcorn Business Overview
- Table 72. Weaver Popcorn SWOT Analysis
- Table 73. Weaver Popcorn Recent Developments
- Table 74. PepsiCo Basic Information
- Table 75. PepsiCo Butterfly Popcorn Product Overview
- Table 76. PepsiCo Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 77. PepsiCo Business Overview
- Table 78. PepsiCo SWOT Analysis
- Table 79. PepsiCo Recent Developments
- Table 80. Amplify Basic Information
- Table 81. Amplify Butterfly Popcorn Product Overview
- Table 82. Amplify Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 83. Amplify Business Overview
- Table 84. Amplify Recent Developments
- Table 85. Snyder's-Lance Basic Information
- Table 86. Snyder's-Lance Butterfly Popcorn Product Overview
- Table 87. Snyder's-Lance Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 88. Snyder's-Lance Business Overview
- Table 89. Snyder's-Lance Recent Developments
- Table 90. Butterkist Basic Information
- Table 91. Butterkist Butterfly Popcorn Product Overview
- Table 92. Butterkist Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 93. Butterkist Business Overview
- Table 94. Butterkist Recent Developments

- Table 95. American Popcorn Basic Information
- Table 96. American Popcorn Butterfly Popcorn Product Overview
- Table 97. American Popcorn Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 98. American Popcorn Business Overview
- Table 99. American Popcorn Recent Developments
- Table 100. Angie's Artisan Treats Basic Information
- Table 101. Angie's Artisan Treats Butterfly Popcorn Product Overview
- Table 102. Angie's Artisan Treats Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 103. Angie's Artisan Treats Business Overview
- Table 104. Angie's Artisan Treats Recent Developments
- Table 105. Borges Basic Information
- Table 106. Borges Butterfly Popcorn Product Overview
- Table 107. Borges Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 108. Borges Business Overview
- Table 109. Borges Recent Developments
- Table 110. Chamerfood Basic Information
- Table 111. Chamerfood Butterfly Popcorn Product Overview
- Table 112. Chamerfood Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 113. Chamerfood Business Overview
- Table 114. Chamerfood Recent Developments
- Table 115. Garrett Popcorn Shops Basic Information
- Table 116. Garrett Popcorn Shops Butterfly Popcorn Product Overview
- Table 117. Garrett Popcorn Shops Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 118. Garrett Popcorn Shops Business Overview
- Table 119. Garrett Popcorn Shops Recent Developments
- Table 120. Newman's Own Basic Information
- Table 121. Newman's Own Butterfly Popcorn Product Overview
- Table 122. Newman's Own Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
- Table 123. Newman's Own Business Overview
- Table 124. Newman's Own Recent Developments
- Table 125. Aramidth International Basic Information
- Table 126. Aramidth International Butterfly Popcorn Product Overview
- Table 127. Aramidth International Butterfly Popcorn Sales (K Units), Revenue (M USD),

Price (USD/Unit) and Gross Margin (2020-2025)

Table 128. Aramidth International Business Overview

Table 129. Aramidth International Recent Developments

Table 130. Joe and Seph Basic Information

Table 131. Joe and Seph Butterfly Popcorn Product Overview

Table 132. Joe and Seph Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 133. Joe and Seph Business Overview

Table 134. Joe and Seph Recent Developments

Table 135. Mage's Basic Information

Table 136. Mage's Butterfly Popcorn Product Overview

Table 137. Mage's Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 138. Mage's Business Overview

Table 139. Mage's Recent Developments

Table 140. Inter-Grain Basic Information

Table 141. Inter-Grain Butterfly Popcorn Product Overview

Table 142. Inter-Grain Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 143. Inter-Grain Business Overview

Table 144. Inter-Grain Recent Developments

Table 145. Quinn Basic Information

Table 146. Quinn Butterfly Popcorn Product Overview

Table 147. Quinn Butterfly Popcorn Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 148. Quinn Business Overview

Table 149. Quinn Recent Developments

Table 150. Global Butterfly Popcorn Sales Forecast by Region (2026-2035) & (K Units)

Table 151. Global Butterfly Popcorn Market Size Forecast by Region (2026-2035) & (M USD)

Table 152. North America Butterfly Popcorn Sales Forecast by Country (2026-2035) & (K Units)

Table 153. North America Butterfly Popcorn Market Size Forecast by Country (2026-2035) & (M USD)

Table 154. Europe Butterfly Popcorn Sales Forecast by Country (2026-2035) & (K Units)

Table 155. Europe Butterfly Popcorn Market Size Forecast by Country (2026-2035) & (M USD)

Table 156. Asia Pacific Butterfly Popcorn Sales Forecast by Region (2026-2035) & (K

Units)

Table 157. Asia Pacific Butterfly Popcorn Market Size Forecast by Region (2026-2035) & (M USD)

Table 158. South America Butterfly Popcorn Sales Forecast by Country (2026-2035) & (K Units)

Table 159. South America Butterfly Popcorn Market Size Forecast by Country (2026-2035) & (M USD)

Table 160. Middle East and Africa Butterfly Popcorn Sales Forecast by Country (2026-2035) & (Units)

Table 161. Middle East and Africa Butterfly Popcorn Market Size Forecast by Country (2026-2035) & (M USD)

Table 162. Global Butterfly Popcorn Sales Forecast by Type (2026-2035) & (K Units)

Table 163. Global Butterfly Popcorn Market Size Forecast by Type (2026-2035) & (M USD)

Table 164. Global Butterfly Popcorn Price Forecast by Type (2026-2035) & (USD/Unit)

Table 165. Global Butterfly Popcorn Sales (K Units) Forecast by Application (2026-2035)

Table 166. Global Butterfly Popcorn Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Butterfly Popcorn
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Butterfly Popcorn Market Size (M USD), 2025-2035
- Figure 5. Global Butterfly Popcorn Market Size (M USD) (2020-2035)
- Figure 6. Global Butterfly Popcorn Sales (K Units) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Butterfly Popcorn Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Butterfly Popcorn Product Life Cycle
- Figure 13. Butterfly Popcorn Sales Share by Manufacturers in 2025
- Figure 14. Global Butterfly Popcorn Revenue Share by Manufacturers in 2025
- Figure 15. Butterfly Popcorn Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Butterfly Popcorn Average Price (USD/Unit) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Butterfly Popcorn Revenue in 2025
- Figure 18. Industry Chain Map of Butterfly Popcorn
- Figure 19. Global Butterfly Popcorn Market PEST Analysis
- Figure 20. Global Butterfly Popcorn Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Butterfly Popcorn Market Share by Type
- Figure 27. Sales Market Share of Butterfly Popcorn by Type (2020-2025)
- Figure 28. Sales Market Share of Butterfly Popcorn by Type in 2025
- Figure 29. Market Share of Butterfly Popcorn by Type (2020-2025)
- Figure 30. Market Share of Butterfly Popcorn by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Butterfly Popcorn Market Share by Application

Figure 33. Global Butterfly Popcorn Sales Market Share by Application (2020-2025)

Figure 34. Global Butterfly Popcorn Sales Market Share by Application in 2025

Figure 35. Global Butterfly Popcorn Market Share by Application (2020-2025)

Figure 36. Global Butterfly Popcorn Market Share by Application in 2025

Figure 37. Global Butterfly Popcorn Sales Growth Rate by Application (2020-2025)

Figure 38. Global Butterfly Popcorn Sales Market Share by Region (2020-2025)

Figure 39. Global Butterfly Popcorn Market Size by Region (2020-2025)

Figure 40. North America Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Butterfly Popcorn Sales Market Share by Country in 2024

Figure 43. North America Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Butterfly Popcorn Market Size by Country in 2024

Figure 45. U.S. Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Butterfly Popcorn Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Butterfly Popcorn Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Butterfly Popcorn Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Butterfly Popcorn Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Butterfly Popcorn Sales Market Share by Country in 2024

Figure 53. Europe Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Butterfly Popcorn Market Size by Country in 2024

Figure 55. Germany Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

USD)

Figure 65. Asia Pacific Butterfly Popcorn Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Butterfly Popcorn Sales Market Share by Region in 2024

Figure 67. Asia Pacific Butterfly Popcorn Market Size by Region in 2024

Figure 68. China Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Butterfly Popcorn Sales and Growth Rate (K Units)

Figure 79. South America Butterfly Popcorn Sales Market Share by Country in 2024

Figure 80. South America Butterfly Popcorn Market Size and Growth Rate (M USD)

Figure 81. South America Butterfly Popcorn Market Size by Country in 2024

Figure 82. Brazil Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Butterfly Popcorn Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Butterfly Popcorn Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Butterfly Popcorn Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Butterfly Popcorn Market Size by Region in 2024

Figure 92. Saudi Arabia Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Butterfly Popcorn Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Butterfly Popcorn Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Butterfly Popcorn Production Market Share by Region (2020-2025)

Figure 103. North America Butterfly Popcorn Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Butterfly Popcorn Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Butterfly Popcorn Production (K Units) Growth Rate (2020-2025)

Figure 106. China Butterfly Popcorn Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Butterfly Popcorn Sales Forecast by Volume (2020-2035) & (K Units)

Figure 108. Global Butterfly Popcorn Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Butterfly Popcorn Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Butterfly Popcorn Market Share Forecast by Type (2026-2035)

Figure 111. Global Butterfly Popcorn Sales Forecast by Application (2026-2035)

Figure 112. Global Butterfly Popcorn Market Share Forecast by Application (2026-2035)

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