

# **Buttermilk Powder Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024–2032**

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## **Abstracts**

The Global Buttermilk Powder Market reached a valuation of USD 3.5 billion in 2023 and is projected to grow at a CAGR of 6.1% from 2024 to 2032. This growth is fueled by the product's extensive use in the food and beverage industry, especially in bakery items, sauces, and dairy-based formulations. With its extended shelf life, rich taste, and ability to improve texture, buttermilk powder has become a staple in many processed food products. Additionally, its ease of use and versatility in large-scale food service applications further boost its appeal. There is also a growing demand for clean-label and natural products, particularly in Europe and North America, driving increased market interest.

The Asia-Pacific region is witnessing robust growth as well, propelled by the expanding bakery and dairy sectors. The demand for buttermilk powder continues to rise as consumers seek convenient, shelf-stable dairy options. Buttermilk powder, which does not require refrigeration, appeals to those looking for nutritious and versatile ingredients for baking and cooking. This trend aligns with the shift towards clean-label and natural products, which has captured the attention of health-conscious consumers.

The food and beverage industry is rapidly expanding, with buttermilk powder finding applications in snacks, baked goods, and salad dressings. Manufacturers increasingly incorporate it into their products to enhance flavor and nutritional value. By composition, the conventional buttermilk powder segment is expected to reach USD 4.5 billion by 2032, with a projected CAGR of 6.2%. Its dominance is due to its established use in various culinary applications, such as baking, sauces, and dressings, where it is valued for its ability to retain moisture and emulsify.

Conventional buttermilk powder remains a staple due to its familiarity, cost-effectiveness, and well-developed dairy supply chain, which ensures consistent quality and availability. In terms of applications, the food and beverage sector is poised to

reach USD 2.4 billion by 2032, with a CAGR of 6.3%. Buttermilk powder's versatility makes it an essential ingredient in a wide range of products, including snack foods and ready-to-eat meals, where it enhances taste and nutritional content. The offline distribution channel is anticipated to expand to USD 5.1 billion by 2032, growing at 6.1% CAGR.

Supermarkets, hypermarkets, and specialty stores drive this growth, as they allow consumers to examine products and make informed choices, ensuring accessibility and brand loyalty. North America is expected to record a CAGR of 6.1%, achieving USD 1.8 billion by 2032. The region's dairy industry, combined with a preference for convenient and natural products, supports the sustained growth of the buttermilk powder market.

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