

# **Peanut Butter Market Size, Share & Trends Analysis Report By Type (Crunchy, Creamy), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2022 - 2028**

<https://marketpublishers.com/r/P92CDA4E5856EN.html>

Date: May 2022

Pages: 78

Price: US\$ 3,950.00 (Single User License)

ID: P92CDA4E5856EN

## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **Peanut Butter Market Growth & Trends**

The global peanut butter market size is estimated to reach USD 9.09 billion by 2028 and is expected to grow at a CAGR of 6.9% from 2022 to 2028, according to a new report by Grand View Research, Inc. Increasing trend toward health-conscious and awareness is driving the demand and consumption of high protein food products. Peanut butter has multiple health benefits such as high protein content, low calories, and high nutritious value. Peanut butter is also the most popular requested food item by food banks, working towards preventing and relieving global hunger. Increasing product awareness and rising demand for comfort and convenient food are also expected to drive the global market growth over the forecast period.

The COVID-19 pandemic resulted in increasing demand for healthy, and nutritious food products. The market experienced increased demand and consumption during the pandemic owing to the health benefits such as boosting heart health, managing blood sugar, managing weight, etc. Over the forecast period, the global market is expected to witness strong growth pertaining to the changing eating habits and changing lifestyles.

The other segment is anticipated to witness a CAGR of 7.3% during the forecast period. The others segment includes peanut butter fortified with other fruits, seeds, and/or nuts. The segment is relatively new and strongly emerging with various key players launching

fortified products. For instance, on 3rd June 2021, Max Protein launched protein peanut butter in 5 different flavors, including, classic crunchy, classic creamy, choco creamy, spicy chutney, and tangy tomato.

The online segment of the distribution channel is expected to register the highest growth over the forecast period, with a CAGR of 9.0%. Increasing consumer inclination towards online shopping pertaining to the characteristics such as comfort, convenience, and ease is driving the segmental growth. The rising affordability of smartphones and internet services is expected to drive the growth of online distribution channels coupled with the increasing emergence of online grocery shopping apps. For instance, as announced in July 2020, Uber launched a grocery delivery service in several South American and Canadian cities. The rising contribution of the younger generation in the consumer is changing the consumer behavior and shopping habits across the world, facilitating the increased use of the online apps use for grocery shopping.

The Asia Pacific is estimated to witness the highest growth rate over the forecast years. The regional market is significantly driven by the increasing product awareness and rising popularity mostly in tier 1 and tier 2 cities. The growth of the market is also facilitated by the increasing penetration of the key market players and developments in the retail sector in the region. This increases the availability and accessibility of the product in the region and drives market growth. Changing lifestyles and changing eating habits also drive the demand for comfort food.

### Peanut Butter Market Report Highlights

North America accounted for the largest share in 2021, recording over 50% share. High product awareness, higher disposable income, and strong presence of key market players in the region are attributable to the high market share

The crunchy segment accounted for the highest market revenue share of over 45% in 2021. Higher consumer preference for the crunchy type of flavor profile and higher spending on the type is credited for the higher market revenue share

The offline segment accounted for a higher market revenue share of around 80% in 2021. Widespread presence, long-established nature, and higher consumer preference of the channel are credited for the higher market share

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Type Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

### CHAPTER 3. PEANUT BUTTER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales/Retail Channel Analysis
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Industry Challenges
  - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
  - 3.5.1. Industry Analysis - Porter's Five Forces
    - 3.5.1.1. Supplier Power
    - 3.5.1.2. Buyer Power

- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Peanut Butter Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the Peanut Butter Market

## **CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Type Adoption
- 4.4. Observations & Recommendations

## **CHAPTER 5. PEANUT BUTTER MARKET: TYPE ESTIMATES & TREND ANALYSIS**

- 5.1. Type Movement Analysis & Market Share, 2021 & 2028
- 5.2. Crunchy
  - 5.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.3. Creamy
  - 5.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 5.4. Other
  - 5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 6. PEANUT BUTTER MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

- 6.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2028
- 6.2. Online
  - 6.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 6.3. Offline
  - 6.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

## **CHAPTER 7. PEANUT BUTTER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

- 7.1. Regional Movement Analysis & Market Share, 2022 & 2028
- 7.2. North America
  - 7.2.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.2.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.2.4. U.S.

7.2.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.2.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.2.5. Canada

7.2.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.2.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.2.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3. Europe

7.3.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.3.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.4. U.K.

7.3.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.3.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.5. Germany

7.3.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.3.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.3.6. France

7.3.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.3.6.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.3.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4. Asia Pacific

7.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

7.4.4. China

- 7.4.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
- 7.4.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
- 7.4.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.4.5. India
  - 7.4.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
  - 7.4.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
  - 7.4.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.4.6. Japan
  - 7.4.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
  - 7.4.6.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
  - 7.4.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.5. Central & South America
  - 7.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
  - 7.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
  - 7.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
  - 7.5.4. Brazil
    - 7.5.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
    - 7.5.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
    - 7.5.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
  - 7.5.5. Argentina
    - 7.5.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
    - 7.5.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
    - 7.5.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
- 7.6. Middle East & Africa
  - 7.6.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
  - 7.6.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
  - 7.6.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)
  - 7.6.4. Saudi Arabia
    - 7.6.4.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)
    - 7.6.4.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
    - 7.6.4.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

#### 7.6.5. South Africa

7.6.5.1. Market Estimates and Forecast, 2017 - 2028 (USD Million)

7.6.5.2. Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)

7.6.5.3. Market Estimates and Forecast, By Distribution Channel, 2017 - 2028 (USD Million)

## **CHAPTER 8. COMPETITIVE ANALYSIS**

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

## **CHAPTER 9. COMPANY PROFILES**

9.1. J.M. Smucker Company

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Type Benchmarking

9.1.4. Strategic Initiatives

9.2. Kellogg Company

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Type Benchmarking

9.2.4. Strategic Initiatives

9.3. Conagra Brands, Inc.

9.3.1. Company Overview

9.3.2. Financial Performance

9.3.3. Type Benchmarking

9.3.4. Strategic Initiatives

9.4. Hormel Foods Corporation

9.4.1. Company Overview

9.4.2. Financial Performance

9.4.3. Type Benchmarking

9.4.4. Strategic Initiatives

9.5. Kraft Foods

9.5.1. Company Overview

9.5.2. Financial Performance



- 9.5.3. Type Benchmarking
- 9.5.4. Strategic Initiatives
- 9.6. Mars Inc.
  - 9.6.1. Company Overview
  - 9.6.2. Financial Performance
  - 9.6.3. Type Benchmarking
  - 9.6.4. Strategic Initiatives
- 9.7. Oetker Group
  - 9.7.1. Company Overview
  - 9.7.2. Financial Performance
  - 9.7.3. Type Benchmarking
  - 9.7.4. Strategic Initiatives
- 9.8. The Hershey Company.
  - 9.8.1. Company Overview
  - 9.8.2. Financial Performance
  - 9.8.3. Type Benchmarking
  - 9.8.4. Strategic Initiatives
- 9.9. Unilever plc
  - 9.9.1. Company Overview
  - 9.9.2. Financial Performance
  - 9.9.3. Type Benchmarking
  - 9.9.4. Strategic Initiatives
- 9.10. Associated British Foods plc
  - 9.10.1. Company Overview
  - 9.10.2. Financial Performance
  - 9.10.3. Type Benchmarking
  - 9.10.4. Strategic Initiatives



## List Of Tables

### LIST OF TABLES

1. Peanut Butter market - Key Market Driver Analysis
2. Peanut Butter market - Key Market Restraint Analysis
3. Global Crunchy Market Estimates and Forecast By Type, from 2017 - 2028 (USD Million)
4. Global Creamy Market Estimates and Forecast By Type, from 2017 - 2028 (USD Million)
5. Global Other Market Estimates and Forecast By Type, from 2017 - 2028 (USD Million)
6. Global Online Market Estimates and Forecast By Distribution Channel, from 2017 - 2028 (USD Million)
7. Global Offline Market Estimates and Forecast By Distribution Channel, from 2017 - 2028 (USD Million)
8. Global Peanut Butter Market Estimates and Forecast, by region 2017 - 2028 (USD Million)
9. Global Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
10. Global Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
11. North America Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
12. North America Peanut Butter Market Estimates and Forecast, By Type, 2017 - 2028 (USD Million)
13. North America Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
14. U.S. Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
15. U.S. Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
16. U.S. Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
17. Canada Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
18. Canada Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
19. Canada Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
20. Europe Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
21. Europe Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)

Million)

22. Europe Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
23. U.K. Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
24. U.K. Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
25. U.K. Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
26. Germany Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
27. Germany Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
28. Germany Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
29. France Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
30. France Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
31. France Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
32. Asia Pacific Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
33. Asia Pacific Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
34. Asia Pacific Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
35. China Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
36. China Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
37. China Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
38. India Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
39. India Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
40. India Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
41. Japan Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
42. Japan Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
43. Japan Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)

44. Central & South America Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
45. Central & South America Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
46. Central & South America Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
47. Brazil Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
48. Brazil Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
49. Brazil Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
50. Argentina Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
51. Argentina Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
52. Argentina Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
53. Middle East & Africa Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
54. Middle East & Africa Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
55. Middle East & Africa Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
56. Saudi Arabia Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
57. Saudi Arabia Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
58. Saudi Arabia Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
59. South Africa Peanut Butter Market Estimates and Forecast, 2017 - 2028 (USD Million)
60. South Africa Peanut Butter Market Estimates and Forecast By Type, 2017 - 2028 (USD Million)
61. South Africa Peanut Butter Market Estimates and Forecast By Distribution Channel, 2017 - 2028 (USD Million)
62. Vendor landscape

## List Of Figures

### LIST OF FIGURES

1. Peanut Butter Market Snapshot
2. Peanut Butter Market Segmentation & Scope
3. Peanut Butter Market Penetration & Growth Prospect Mapping
4. Peanut Butter Market Value Chain Analysis
5. Peanut Butter Market Dynamics
6. Peanut Butter Market Porter's Five Forces Analysis
7. Peanut Butter Market: Type Movement Analysis
8. Peanut Butter Market: Distribution Channel Movement analysis
9. Peanut Butter Market: Regional Movement Analysis

## I would like to order

Product name: Peanut Butter Market Size, Share & Trends Analysis Report By Type (Crunchy, Creamy), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2022 - 2028

Product link: <https://marketpublishers.com/r/P92CDA4E5856EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P92CDA4E5856EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970