

# Global Peanut Butter Market - Forecasts from 2020 to 2025

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## Abstracts

The global peanut butter market is estimated to grow at a CAGR of 5.69% to reach US\$5,249.302 million by 2025 from US\$3,766.155 million in 2019.

Peanut butter is getting increasingly popular as easily prepared and convenient breakfast option, which is preferred by both the working-class population and the children, is growing. In addition, it is available in different varieties and flavors to appeal greater proportion younger population. Moreover, there a lot of useful ingredients that are beneficial for leading a healthy and balanced lifestyle. Some of these include, proteins, vitamins, iron, calcium among other. Thus, these factors are leading to increase in the demand for peanut butter and are pushing the market growth over the forecast period. However, prevalence of peanut allergies among a significant proportion of the population is impacting the market growth.

Product launches and product offerings by Major Market Players in the Peanut Butter Market

The market players are highly active in the market by offering and making available a variety of peanut butter products in order to cater to the rising demands from different distribution channels which in turn helping them improve their market position.

Some of the examples of product launches and offerings are as follows:

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Dr Oetker, which is among the leading companies that offer a range of products under different brands to the food and beverage industry also offers different types of peanut

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blend of tiny bits of peanuts and creamy peanut butter.

The North American region is estimated to hold significant share over the forecast period owing to the rising consumption of peanut butter among the younger individuals and middle-aged individuals as a breakfast option. The Asia Pacific region is estimated to increase its share over the forecast period as a result of the varieties of peanut butter being made available and the influence of western culture.

The North American region is estimated to hold significant share over the forecast period. This is attributable to the fact that there are many individuals including the younger and middle-aged that love consuming peanut butter with slices of bread or with beverages and smoothies as a wholesome and healthy breakfast option. Moreover, the Asia Pacific region is estimated to increase its share over the forecast period owing to the increasing influence of western culture and western food cultures, which is allowing different market payers to launch varieties of peanut butter to cater to the evolving

demands from the consumers.

Segmentation:

By Type

Processed Peanut Butter

Natural Peanut Butter

By Product

Chunky Peanut Butter

Creamy Peanut Butter

By Packaging Type

Jars

Pouches

By Distribution Channel

Online

Offline

Hypermarkets

Convenience Stores

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

UK

Germany

France

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

Japan



China

India

South Korea

Others

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