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Global Butterfly Popcorn Market Growth 2025-2031

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Abstracts

The global Butterfly Popcorn market size is predicted to grow from US$ 2232 million in 2025 to US$ 2949 million in 2031; it is expected to grow at a CAGR of 4.8% from 2025 to 2031.

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.

United States market for Butterfly Popcorn is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Butterfly Popcorn is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Butterfly Popcorn is estimated to increase from US$ million in 2024 to US$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Butterfly Popcorn players cover ConAgra, Weaver Popcorn, PepsiCo, Amplify, Snyder's-Lance, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Butterfly Popcorn Industry Forecast” looks at past sales and reviews total world Butterfly Popcorn sales in 2024, providing a comprehensive analysis by region and market sector of projected Butterfly

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Popcorn sales for 2025 through 2031. With Butterfly Popcorn sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Butterfly Popcorn industry.

This Insight Report provides a comprehensive analysis of the global Butterfly Popcorn landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Butterfly Popcorn portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Butterfly Popcorn market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Butterfly Popcorn and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Butterfly Popcorn.

This report presents a comprehensive overview, market shares, and growth opportunities of Butterfly Popcorn market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Ready-to-eat Popcorn

Microwave Popcorn

Segmentation by Application:

Household

Commercial

This report also splits the market by region:

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- Americas
  - United States
  - Canada
  - Mexico
  - Brazil
- APAC
  - China
  - Japan
  - Korea
  - Southeast Asia
  - India
  - Australia
- Europe
  - Germany
  - France
  - UK
  - Italy
  - Russia
- Middle East & Africa
  - Egypt

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South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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

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Joe and Seph

Mage's

Inter-Grain

Quinn

Key Questions Addressed in this Report

What is the 10-year outlook for the global Butterfly Popcorn market?
What factors are driving Butterfly Popcorn market growth, globally and by region?
Which technologies are poised for the fastest growth by market and region?
How do Butterfly Popcorn market opportunities vary by end market size?
How does Butterfly Popcorn break out by Type, by Application?

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