

Global Peanut Butter Market Growth 2025-2031

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Abstracts

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The global Peanut Butter market size is predicted to grow from US\$ 3237 million in 2025 to US\$ 4232 million in 2031; it is expected to grow at a CAGR of 4.6% from 2025 to 2031.

Peanut butter is a food paste or spread made from ground, dry-roasted peanuts. It commonly contains additional ingredients that modify the taste or texture, such as salt, sweeteners, or emulsifiers. Consumed in many countries, it is the most commonly used of the nut butters, a group that also includes cashew butter and almond butter (though peanuts are not botanically nuts, peanut butter is culinarily considered a nut butter).

The peanut butter market has seen an increase in demand for healthier, all-natural, and premium variants. Consumers are becoming more health-conscious, with many choosing peanut butter products that are free from additives, preservatives, and unhealthy fats. Organic and non-GMO peanut butter options have gained significant traction, especially among consumers who prioritize clean eating. The trend of consuming plant-based products is another factor driving the growth of peanut butter as an alternative to animal-based butters like dairy.

Moreover, there is a growing preference for peanut butter with additional functional benefits, such as those fortified with protein, fiber, or added vitamins. These types of peanut butter appeal to health enthusiasts, athletes, and individuals following specific dietary plans. Peanut butter brands that emphasize sustainability, ethical sourcing, and eco-friendly packaging are also seeing increased consumer support, especially among environmentally conscious buyers.

The rise of plant-based diets and the increasing use of peanut butter in various snack

products, such as protein bars, smoothies, and healthy baking goods, suggests that the product will continue to see robust growth. Additionally, the versatility of peanut butter as an ingredient in both savory and sweet foods further ensures its continued popularity.

The peanut butter market can be broadly categorized into two types: salted and sweet peanut butter. Salted peanut butter is favored by consumers who enjoy a savory, rich taste with a slight salty kick. This variant is often used in sandwiches, baking, and as a dip for vegetables, crackers, or fruits. The addition of salt enhances the overall flavor profile, making it more appealing to those who prefer a savory snack option.

On the other hand, sweet peanut butter is often sweetened with ingredients such as sugar or honey, offering a smoother, sweeter taste that is perfect for spreading on toast, adding to smoothies, or as a topping for pancakes and desserts. This variant targets consumers with a sweeter palate, often children, but also adults who enjoy a sweeter spread with their morning breakfast or snacks. The sweetened variety has a broader appeal due to its sweetness and versatility in baking, confectionery, and snack products.

These two variants cater to different taste preferences and consumer needs, which is essential in driving market segmentation. Offering both types allows manufacturers to tap into distinct consumer segments, while also maintaining a broad market reach.

LP Information, Inc. (LPI) ' newest research report, the "Peanut Butter Industry Forecast" looks at past sales and reviews total world Peanut Butter sales in 2024, providing a comprehensive analysis by region and market sector of projected Peanut Butter sales for 2025 through 2031. With Peanut Butter sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Peanut Butter industry.

This Insight Report provides a comprehensive analysis of the global Peanut Butter 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 Peanut Butter portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Peanut Butter market.

This Insight Report evaluates the key market trends, drivers, and affecting factors

shaping the global outlook for Peanut Butter 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 Peanut Butter.

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

Segmentation by Type:

Salted Peanut Butter

Sweet Peanut Butter

Segmentation by Application:

Physical Store

Online Store

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

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.

Sunshine Peanut

Hormel Foods Corporation (Skippy)

The Kraft Heinz Company

The J.M. Smucker Company

Sonya Foods Pvt. Ltd.

Qingdao Foods Co.,Ltd

Wangzhihe

Dr. Oetker GmbH

Alpino Health

The Leavitt Corporation (Teddie)

Good Choice MFG

Saaz Foods

Petrow Food Group

Peanut Butter & Co

Key Questions Addressed in this Report

What is the 10-year outlook for the global Peanut Butter market?

What factors are driving Peanut Butter market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Peanut Butter market opportunities vary by end market size?

How does Peanut Butter break out by Type, by Application?

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