

# **Popcorn Market: Industry Size, Share, Competition, Trends, Growth Opportunities and Forecasts by Region - Insights and Outlook by Product, 2024 to 2031**

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## **Abstracts**

2024 Popcorn Market Research Report: Navigating Trends, Developments, Competition, Growth Opportunities, and Outlook to 2031

The Global Popcorn Market Research Report is a comprehensive and insightful analysis designed to assist stakeholders, industry professionals, and decision-makers in identifying Popcorn market potential and winning strategies for 2024. The report evaluates key developments in 2023 and analyses growth opportunities in the Popcorn Market over the next eight years, with precise annual forecasts to 2031.

The dynamic shifts induced by international conflicts affecting the Popcorn supply chain, and fluctuations in consumer purchasing power amidst volatile economic conditions, underscore the imperative for business entities to exercise heightened vigilance and forward-thinking strategies to sustain a competitive advantage. The economic and social impact is noted to be highly varying between different countries/markets and Popcorn market players are designing country-specific strategies.

### **Popcorn Market Segmentation and Growth Outlook**

The research report covers Popcorn industry statistics including current Popcorn Market size, Popcorn Market Share, and Growth Rates (CAGR) by segments and sub-segments at global, regional, and country levels, with an annual forecast till 2031.

The study provides a clear insight into market penetration by different types, applications, and sales channels of Popcorn with corresponding future potential,

validated by real-time industry experts. Further, Popcorn market share by key metrics such as manufacturing methods/technology and raw material can be included as part of customization. This enables the client to identify the most potential segment from their growth rates along with corresponding drivers and restraints.

The research considered 2019, 2020, 2021, and 2022 as historical years, 2023 as the base year, and 2024 as the estimated year, with an outlook period from 2025 to 2031. The report identifies the most profitable products of the Popcorn market, dominant end uses, and evolving distribution channels of the Popcorn Market in each region.

### Future of Popcorn Market –Driving Factors and Hindering Challenges

Popcorn Market Revenue is expected to grow at a healthy CAGR propelled by staggering demand from millennials and emerging markets. Technological advances in the Popcorn market enabling efficient production, expanding product portfolio, sophisticated design and packaging, effective operational maintenance, and sales monitoring are key growth drivers.

However, supply chain disruptions, complying with stringent regulations on food safety and labeling, growing competition, sustaining inflation in key markets, and fluctuating raw material prices surging input costs are some of the Popcorn market restraints over the forecast period.

### Overarching trends in the food and beverage industry include

The exponential growth of plant-based alternatives continues to disrupt traditional markets, fuelled by increasing consumer awareness of health and environmental concerns

The accelerated adoption of online platforms for Popcorn purchases is reshaping distribution channels and customer engagement

Sustainable packaging solutions and innovations in materials are becoming pivotal as the industry addresses environmental concerns

Increased spending on functional and Healthy foods that help boost the immune system  
Companies are increasingly implementing blockchain and other Internet of Things (IoT) technologies to effectively manage the procurement, processing, and distribution of Popcorn products

Organic, Vegan, bio-based, Canned/ Ready-to-Eat (RTE), clean label, and sustainable are identified as the top-performing strategies

Mergers and acquisitions to acquire new technologies, strengthen portfolios, and leverage capabilities to remain key strategies of top companies in the Popcorn industry over the outlook period.

### Popcorn Market Analytics

The research analyses various direct and indirect forces that can potentially impact the Popcorn market supply and demand conditions. The parent market, derived market, intermediaries' market, raw material market, and substitute market are evaluated. Geopolitical analysis, demographic analysis, and Porter's five forces analysis are prudently assessed to estimate the best Popcorn market projections.

Recent deals and developments are considered for their potential impact on Popcorn's future business. Other metrics analyzed include Threat of New Entrants, Threat of New Substitutes, Product Differentiation, Degree of Competition, Number of Suppliers, Distribution Channel, Capital Needed, Entry Barriers, Govt. Regulations, Beneficial Alternative, and Cost of Substitute in Popcorn Market.

Popcorn trade and price analysis helps comprehend Popcorn's international market scenario with top exporters/suppliers and top importers/customer information. The data and analysis assist our clients in planning procurement, identifying potential vendors/clients to associate with, understanding Popcorn price trends and patterns, and exploring new Popcorn sales channels. The research will be updated to the latest month to include the impact of the latest developments such as the Russia-Ukraine war on the Popcorn market.

### Popcorn Market Competitive Intelligence

OGAnalysis' proprietary company revenue and product analysis model unveils the Popcorn market structure and competitive landscape. Company profiles of key players with a business description, product portfolio, SWOT analysis, Financial Analysis, and key strategies are covered in the report. It identifies top-performing Popcorn products in global and regional markets. New Product Launches, Investment & Funding updates, Mergers & Acquisitions, Collaboration & Partnership, Awards and Agreements, Expansion, and other developments give our clients the Popcorn market update to stay ahead of the competition.

Company offerings in different segments across Asia-Pacific, Europe, Middle East, Africa, and South and Central America are presented to better understand the company strategy for the Popcorn market. The competition analysis enables the user to assess competitor strategies and helps align their capabilities and resources for future growth prospects to improve their market share.

### Popcorn Market Geographic Analysis:

Popcorn Market international scenario is well established in the report with separate chapters on North America Popcorn Market, Europe Popcorn Market, Asia-Pacific Popcorn Market, Middle East and Africa Popcorn Market, and South and Central America Popcorn Markets. These sections further fragment the regional Popcorn

market by type, application, end-user, and country.

Country-level intelligence includes -

North America Popcorn Industry (United States, Canada, Mexico)

Europe Popcorn Industry (Germany, France, United Kingdom, Italy, Spain, Rest of Europe)

Asia-Pacific Popcorn Industry (China, India, Japan, South Korea, Australia, Rest of APAC)

The Middle East and Africa Popcorn Industry (Middle East, Africa)

South and Central America Popcorn Industry (Brazil, Argentina, Rest of SCA)

Popcorn market regional insights present the most promising markets to invest in and emerging markets to expand to contemporary regulations to adhere to and players to partner with.

#### Research Methodology in Brief

The study was conducted using an objective combination of primary and secondary information including inputs and validations from real-time industry experts.

The proprietary process culls out necessary data from internal databases developed over 15 years and updated accessing 10,000+ sources daily including Popcorn Industry associations, organizations, publications, trade, and other statistical sources.

An in-depth product and revenue analysis is performed on top Popcorn industry players along with their business and geography segmentation.

Receive primary inputs from subject matter experts working across the Popcorn value chain in various designations. We often use paid databases for any additional data requirements or validations.

Our in-house experts utilizing sophisticated methods including data triangulation, will connect the dots and establish a clear picture of the current Popcorn market conditions, market size, and market shares.

We study the value chain, parent and ancillary markets, technology trends, recent developments, and influencing factors to identify demand drivers/variables in the short, medium, and long term.

Various statistical models including correlation analysis are performed with careful analyst intervention to include seasonal and other variables to analyze different scenarios of the future Popcorn market in different countries.

These primary numbers, assumptions, variables, and their weightage are circulated to the expert panel for validation and a detailed standard report is published in an easily understandable format.

#### Available Customizations

The standard syndicate report is designed to serve the common interests of Popcorn

Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Popcorn Pricing and Margins Across the Supply Chain, Popcorn Price Analysis / International Trade Data / Import-Export Analysis,

Supply Chain Analysis, Supply – Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Popcorn market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

#### Key Questions Answered in This Report:

What is the current Popcorn market size at global, regional, and country levels?

What is the market penetration by different types, Applications, processes/technologies, and distribution channels of the Popcorn market?

How has the global Popcorn market developed in past years and how will it perform in the coming years?

What is the impact of ongoing wars, geo-political tensions, voyage/trade disturbances, and global inflation, on the Popcorn market forecast?

How diversified is the Popcorn Market and what are the new product launches, untapped geographies, recent developments, and investments?

What are the potential regional Popcorn markets to invest in?

What is the high-performing type of products to focus on in the Popcorn market?

What are the key driving factors and challenges in the industry?

What is the structure of the global Popcorn market and who are the key players?

What is the degree of competition in the industry?

What is the market structure /Popcorn Market Competitive Intelligence? Who are the key competitors to focus on and what are their strategies?"

The report will be updated to the latest month and delivered in 2-3 working days

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL POPCORN MARKET SUMMARY, 2023**

- 2.1 Popcorn Industry Overview
  - 2.1.1 Global Popcorn Market Revenues (\$ Million)
- 2.2 Popcorn Market Scope
- 2.3 Research Methodology

### **3. POPCORN MARKET INSIGHTS, 2023-2031**

- 3.1 Popcorn Market Drivers
- 3.2 Popcorn Market Restraints
- 3.3 Popcorn Market Opportunities
- 3.4 Popcorn Market Challenges
- 3.5 Impact of Global Geo-Political Tensions, Supply-Chain Challenges and Other Latest Events

### **4. POPCORN MARKET ANALYTICS**

- 4.1 Popcorn Market Size and Share, Key Products, 2023 Vs 2031
- 4.2 Popcorn Market Size and Share, Dominant Applications, 2023 Vs 2031
- 4.3 Popcorn Market Size and Share, Leading End Uses, 2023 Vs 2031
- 4.4 Popcorn Market Size and Share, High Prospect Countries, 2023 Vs 2031
- 4.5 Five Forces Analysis for Global Popcorn Market
  - 4.5.1 Popcorn Industry Attractiveness Index, 2023
  - 4.5.2 Popcorn Supplier Intelligence
  - 4.5.3 Popcorn Buyer Intelligence
  - 4.5.4 Popcorn Competition Intelligence
  - 4.5.5 Popcorn Product Alternatives and Substitutes Intelligence
  - 4.5.6 Popcorn Market Entry Intelligence

### **5. GLOBAL POPCORN MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2031**



- 5.1 World Popcorn Market Size, Potential and Growth Outlook, 2024- 2031 (\$ Million)
- 5.1 Global Popcorn Sales Outlook and CAGR Growth by Type, 2024- 2031 (\$ Million)
- 5.2 Global Popcorn Sales Outlook and CAGR Growth by Application, 2024- 2031 (\$ Million)
- 5.3 Global Popcorn Sales Outlook and CAGR Growth by End-User, 2024- 2031 (\$ Million)
- 5.4 Global Popcorn Market Sales Outlook and Growth by Region, 2024- 2031 (\$ Million)

## **6. ASIA PACIFIC POPCORN INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

- 6.1 Asia Pacific Popcorn Market Insights, 2023
- 6.2 Asia Pacific Popcorn Market Revenue Forecast by Type, 2024- 2031 (USD Million)
- 6.3 Asia Pacific Popcorn Market Revenue Forecast by Application, 2024- 2031 (USD Million)
- 6.4 Asia Pacific Popcorn Market Revenue Forecast by End-User, 2024- 2031 (USD Million)
- 6.5 Asia Pacific Popcorn Market Revenue Forecast by Country, 2024- 2031 (USD Million)
  - 6.5.1 China Popcorn Market Size, Opportunities, Growth 2024- 2031
  - 6.5.2 India Popcorn Market Size, Opportunities, Growth 2024- 2031
  - 6.5.3 Japan Popcorn Market Size, Opportunities, Growth 2024- 2031
  - 6.5.4 Australia Popcorn Market Size, Opportunities, Growth 2024- 2031

## **7. EUROPE POPCORN MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2031**

- 7.1 Europe Popcorn Market Key Findings, 2023
- 7.2 Europe Popcorn Market Size and Percentage Breakdown by Type, 2024- 2031 (USD Million)
- 7.3 Europe Popcorn Market Size and Percentage Breakdown by Application, 2024- 2031 (USD Million)
- 7.4 Europe Popcorn Market Size and Percentage Breakdown by End-User, 2024- 2031 (USD Million)
- 7.5 Europe Popcorn Market Size and Percentage Breakdown by Country, 2024- 2031 (USD Million)
  - 7.5.1 Germany Popcorn Market Size, Trends, Growth Outlook to 2031
  - 7.5.2 United Kingdom Popcorn Market Size, Trends, Growth Outlook to 2031



- 7.5.2 France Popcorn Market Size, Trends, Growth Outlook to 2031
- 7.5.2 Italy Popcorn Market Size, Trends, Growth Outlook to 2031
- 7.5.2 Spain Popcorn Market Size, Trends, Growth Outlook to 2031

## **8. NORTH AMERICA POPCORN MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2031**

- 8.1 North America Snapshot, 2023
- 8.2 North America Popcorn Market Analysis and Outlook by Type, 2024- 2031 (\$ Million)
- 8.3 North America Popcorn Market Analysis and Outlook by Application, 2024- 2031 (\$ Million)
- 8.4 North America Popcorn Market Analysis and Outlook by End-User, 2024- 2031 (\$ Million)
- 8.5 North America Popcorn Market Analysis and Outlook by Country, 2024- 2031 (\$ Million)
  - 8.5.1 United States Popcorn Market Size, Share, Growth Trends and Forecast, 2024-2031
  - 8.5.1 Canada Popcorn Market Size, Share, Growth Trends and Forecast, 2024- 2031
  - 8.5.1 Mexico Popcorn Market Size, Share, Growth Trends and Forecast, 2024- 2031

## **9. SOUTH AND CENTRAL AMERICA POPCORN MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

- 9.1 Latin America Popcorn Market Data, 2023
- 9.2 Latin America Popcorn Market Future by Type, 2024- 2031 (\$ Million)
- 9.3 Latin America Popcorn Market Future by Application, 2024- 2031 (\$ Million)
- 9.4 Latin America Popcorn Market Future by End-User, 2024- 2031 (\$ Million)
- 9.5 Latin America Popcorn Market Future by Country, 2024- 2031 (\$ Million)
  - 9.5.1 Brazil Popcorn Market Size, Share and Opportunities to 2031
  - 9.5.2 Argentina Popcorn Market Size, Share and Opportunities to 2031

## **10. MIDDLE EAST AFRICA POPCORN MARKET OUTLOOK AND GROWTH PROSPECTS**

- 10.1 Middle East Africa Overview, 2023
- 10.2 Middle East Africa Popcorn Market Statistics by Type, 2024- 2031 (USD Million)
- 10.3 Middle East Africa Popcorn Market Statistics by Application, 2024- 2031 (USD Million)

10.4 Middle East Africa Popcorn Market Statistics by End-User, 2024- 2031 (USD Million)

10.5 Middle East Africa Popcorn Market Statistics by Country, 2024- 2031 (USD Million)

10.5.1 Middle East Popcorn Market Value, Trends, Growth Forecasts to 2031

10.5.2 Africa Popcorn Market Value, Trends, Growth Forecasts to 2031

## **11. POPCORN MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

11.1 Key Companies in Popcorn Industry

11.2 Popcorn Business Overview

11.3 Popcorn Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

## **12 APPENDIX**

12.1 Global Popcorn Market Volume (Tons)

12.1 Global Popcorn Trade and Price Analysis

12.2 Popcorn Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Popcorn Industry Report Sources and Methodology

## I would like to order

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