

India Peanut Butter Market By Product (Crunchy, Creamy, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

India peanut butter market was valued at USD 152.38 million in 2024 and is projected to reach USD 228.12 million by 2030, growing at a compound annual growth rate (CAGR) of 6.96% during the forecast period.

Market expansion is being driven by increasing health awareness, shifting dietary preferences, and rising disposable incomes. The ongoing urbanization trend and greater exposure to Western dietary habits have bolstered demand, with consumers gravitating toward protein-rich, low-fat spreads as part of a healthier lifestyle.

The rise of e-commerce platforms and enhanced retail distribution networks has improved product availability across urban and semi-urban markets. Additionally, the growing influence of fitness culture and the adoption of plant-based diets have further accelerated peanut butter consumption in India.

Key Market Drivers

Health Consciousness and Evolving Dietary Patterns

Rising health awareness and nutritional consciousness among Indian consumers have emerged as primary growth drivers for the peanut butter market. In 2024, India's wellness sector is projected to grow steadily at 5%, supported by increasing focus on nutrient-rich and functional foods.

With a shift toward high-protein diets, peanut butter is gaining popularity as a nutritious, protein-dense alternative to traditional Indian spreads. The growing incidence of lifestyle-related conditions such as obesity, diabetes, and cardiovascular issues is prompting consumers to seek healthier food options. Peanut butter, rich in protein and healthy fats, is becoming a preferred choice, especially among fitness-conscious individuals and gym-goers who use it as a post-workout supplement.

Moreover, the adoption of global dietary trends, propelled by social media, fitness influencers, and changing consumer behavior, is leading to wider acceptance of peanut butter as a staple in urban Indian diets.

Key Market Challenges

Limited Awareness and Cultural Dietary Preferences

Despite strong growth in metropolitan areas, consumer awareness of peanut butter remains limited in many regions. Traditional Indian diets continue to favor homemade spreads such as butter, ghee, and chutneys, making it challenging for peanut butter to achieve widespread cultural integration.

Many consumers still perceive peanut butter as a premium or foreign product, not essential to everyday consumption. Additionally, although peanut allergies are relatively uncommon in India, they still present a constraint for a niche group of potential consumers.

Market penetration is further restricted in rural and semi-urban regions, where awareness of peanut butter's nutritional benefits is low. While brands have made strides in digital marketing and influencer partnerships, more on-ground initiatives, such as consumer education programs, sampling drives, and in-store promotions, are required to build long-term familiarity and trust.

Key Market Trends

Rising Demand for High-Protein and Functional Peanut Butter

A prominent trend shaping the market is the growing consumer preference for high-protein and functional peanut butter variants. Health-conscious individuals are increasingly seeking enriched products that deliver additional nutritional benefits.

In response, manufacturers are introducing fortified formulations—including those with whey protein, plant-based proteins, and even collagen—to appeal to athletes, fitness enthusiasts, and consumers following high-protein or ketogenic diets. There is also rising interest in peanut butter infused with functional ingredients such as chia seeds, flaxseeds, and omega-3 fatty acids, reflecting broader consumer demand for multi-benefit functional foods.

These innovations align with the global shift toward convenient yet health-enhancing products, allowing brands to differentiate themselves and tap into a more nutrition-savvy consumer base.

Key Market Players

DAS FoodTech Pvt. Ltd.

Houz Of Nature Pvt. Ltd

Universal Corporation Ltd.

Alpino Health Foods Private Limited

Sundrop Foods India Private Limited

Dr Oetker India Private Limited

Melting Pot Concepts Private Limited

The Butternut Co.

Tanvi Fitness Private Limited

Ferrero India Pvt Ltd

Report Scope:

In this report, the India Peanut Butter Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Peanut Butter Market By Product (Crunchy, Creamy, Others), By Distribution Channel (Supermarkets/Hyperma...

India Peanut Butter Market, By Product:

Crunchy

Creamy

Others

India Peanut Butter Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online Stores

Others

India Peanut Butter Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the India Peanut Butter Market.

Available Customizations:

India Peanut Butter Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

India Peanut Butter Market By Product (Crunchy, Creamy, Others), By Distribution Channel (Supermarkets/Hyperma...

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchasing Decision

5. INDIA PEANUT BUTTER MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product (Crunchy, Creamy, Others)

5.2.2. By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online Stores, Others)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. INDIA CRUNCHY PEANUT BUTTER MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Distribution Channel

7. INDIA CREAMY PEANUT BUTTER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Distribution Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. INDIA ECONOMIC PROFILE

11. POLICY & REGULATORY LANDSCAPE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. DAS FoodTech Pvt. Ltd.

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

12.1.2. Houz Of Nature Pvt. Ltd

12.1.3. Universal Corporation Ltd.

12.1.4. Alpino Health Foods Private Limited

12.1.5. Sundrop Foods India Private Limited

12.1.6. Dr Oetker India Private Limited

12.1.7. Melting Pot Concepts Private Limited

12.1.8. The Butternut Co.

12.1.9. Tanvi Fitness Private Limited

12.1.10. Ferrero India Pvt Ltd

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

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