

# **Packaged Nuts & Seeds Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Nuts (Almonds, Cashews, Peanuts, Others) Seeds (Pumpkin Seeds, Sunflower Seeds, Chia Seeds, Others)), By Form (Whole, Roasted, Salted, Flavored, Others), By Distribution Channel (Convenience Stores, Supermarkets/Hypermarkets, Online, Others), By Region, By Competition, 2019-2029F**

<https://marketpublishers.com/r/P8DD501D4DCEEN.html>

Date: May 2024

Pages: 182

Price: US\$ 4,900.00 (Single User License)

ID: P8DD501D4DCEEN

## **Abstracts**

Global Packaged Nuts & Seeds Market was valued at USD 60.4 Billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 3.8% through 2029. The packaged nuts and seeds market is experiencing heightened demand owing to the increasing awareness among consumers regarding the nutritional and health benefits associated with various varieties of nuts and seeds. Packaging serves not only to prolong the shelf life of these products but also ensures their quality and proper processing, thereby guaranteeing customers clean, fresh, and high-quality offerings. The global market for packaged nuts and seeds is propelled by a multitude of factors contributing to its growth and expansion, which encompass economic, demographic, social, and technological trends shaping consumer preferences and industry dynamics. It is imperative for businesses operating in this market to comprehend these drivers to make informed decisions and seize emerging opportunities.

Nuts and seeds are rich sources of diverse nutrients, including proteins, fiber, lipids, vitamins, carbohydrates, iron, magnesium, phosphorus, essential oils, and antioxidants, making them popular choices for quick and nutritious snacks. Furthermore, the growing

awareness of health benefits is anticipated to remain a significant motivating factor during the forecast period. Increasing concerns regarding health risks associated with harmful fertilizers are driving the demand for organic seeds in agriculture. Processed products derived from sunflower seeds are gradually gaining preference over conventional options due to their low cholesterol and high nutritional content. For instance, sunflower butter is emerging as a favored alternative to peanut butter. The market is expected to witness growth in sunflower-related items in the near future. Moreover, these seeds are commonly used as bird feed, with the residual valuable fodder from seed pressing and oil extraction being utilized in animal feed for its high crude protein content, methionine, and amino acids. This utilization in animal feed is contributing to the market's expansion.

## Key Market Drivers

### Health and Wellness Trends

In recent years, there has been a significant shift in consumer preferences towards healthier food choices. The growing awareness of the importance of nutrition and well-being has fueled the demand for snacks that are not only tasty but also nutritious. Nuts and seeds are rich sources of essential nutrients, including protein, healthy fats, vitamins, and minerals. As consumers increasingly seek healthier alternatives to traditional snacks, the packaged nuts and seeds market has experienced a surge in popularity. The perceived health benefits associated with these products, such as heart health, weight management, and improved cognitive function, contribute to their growing market share.

Furthermore, the rise in health-conscious consumers, driven by an aging population and a focus on preventive healthcare, has led to an increased demand for convenient and nutritious snacks like packaged nuts and seeds. Manufacturers are responding to this trend by introducing innovative products, such as mixed nut assortments and flavored seeds, to cater to diverse consumer preferences.

### Snacking Culture and On-the-Go Lifestyles

The fast-paced lifestyles of modern consumers have led to a rise in snacking culture, where individuals prefer convenient and portable snacks that can be consumed on the go. Packaged nuts and seeds fit well into this trend, offering a convenient and healthy option for consumers with busy schedules. The portability, longer shelf life, and ease of consumption without the need for refrigeration make packaged nuts and seeds

an ideal choice for snacking occasions.

Additionally, the global shift towards urbanization has contributed to the growth of on-the-go lifestyles, further boosting the demand for portable and ready-to-eat snacks. As a result, manufacturers in the packaged nuts and seeds market are investing in packaging innovations that enhance product convenience, ensuring they align with the preferences of consumers who prioritize ease of consumption and portability.

### Plant-Based and Vegan Trends

The increasing adoption of plant-based and vegan diets is another major driver for the packaged nuts and seeds market. Nuts and seeds are naturally plant-based and align with the preferences of consumers seeking alternatives to animal-derived products. The rise of ethical considerations, environmental concerns, and health-conscious choices has led to a growing number of individuals embracing plant-based lifestyles.

Packaged nuts and seeds serve as valuable sources of plant-based protein, making them attractive to consumers looking for meat alternatives. The versatility of nuts and seeds allows for the creation of plant-based snacks, dairy alternatives, and meat substitutes, expanding their market reach. As the demand for plant-based products continues to rise, the packaged nuts and seeds market is poised to benefit from this long-term shift in consumer behavior.

### Flavor Innovation and Product Diversification

The packaged nuts and seeds market has witnessed continuous innovation in flavors and product varieties. Manufacturers are exploring diverse flavor profiles, such as sweet, savory, and spicy, to cater to the evolving taste preferences of consumers. This emphasis on flavor innovation enhances the appeal of packaged nuts and seeds, making them more enticing to a broader audience.

Product diversification is another key driver, with manufacturers introducing a wide range of nut and seed blends, trail mixes, and flavored options. These innovations not only attract new consumers but also encourage existing customers to explore different product offerings within the packaged nuts and seeds category. The ability to provide a variety of options allows manufacturers to cater to diverse consumer preferences, contributing to sustained market growth.

### E-Commerce and Online Retailing

The rise of e-commerce and online retail channels has transformed the retail landscape for packaged nuts and seeds. Consumers increasingly prefer the convenience of online shopping, which provides a wide array of product choices, competitive pricing, and doorstep delivery. E-commerce platforms have become crucial for reaching a global audience and expanding market presence.

The accessibility of packaged nuts and seeds through online channels enables consumers to explore a diverse range of brands and products, facilitating informed purchasing decisions. Additionally, the convenience of bulk ordering and subscription services offered by online platforms further contributes to the market's growth. As e-commerce continues to reshape consumer shopping habits, the packaged nuts and seeds market is well-positioned to benefit from the digital retail revolution.

## Key Market Challenges

### Supply Chain Disruptions and Price Volatility

One of the primary challenges faced by the packaged nuts and seeds market is the vulnerability to supply chain disruptions and price volatility. Nuts and seeds are often sourced from diverse geographical regions, exposing the industry to risks associated with weather conditions, geopolitical events, and other factors that can impact crop yields. Climate change-related uncertainties, such as irregular rainfall patterns and extreme weather events, pose a significant threat to the reliable and consistent supply of raw materials.

Additionally, fluctuations in commodity prices can disrupt the production cost structure for manufacturers. Sudden spikes in prices of key nuts and seeds can exert pressure on profit margins, especially for companies operating in a competitive market. Managing supply chain risks through strategic sourcing, diversification of suppliers, and investments in sustainable and resilient agricultural practices becomes imperative for the industry to mitigate the impact of supply chain disruptions and price volatility.

### Quality and Safety Concerns

Maintaining consistent quality and ensuring the safety of packaged nuts and seeds are paramount challenges for industry players. Quality control becomes especially challenging due to the global nature of sourcing, with nuts and seeds originating from various countries. Contamination risks, including microbial contaminants, allergens, and

mycotoxins, pose threats to the safety of products, necessitating rigorous testing and quality assurance measures.

Addressing these concerns requires collaboration across the supply chain, from producers to manufacturers and retailers. Implementing stringent quality control standards, traceability systems, and adherence to international food safety regulations are essential to building and maintaining consumer trust. The industry must invest in advanced technologies and quality management systems to detect and mitigate potential risks throughout the production and distribution processes.

### Environmental Sustainability and Ethical Sourcing

The packaged nuts and seeds market faces increasing scrutiny regarding environmental sustainability and ethical sourcing practices. Consumers are becoming more conscientious about the ecological impact of food production, and they demand transparency in the supply chain to ensure ethical practices. Issues such as deforestation, water usage, and the carbon footprint associated with agriculture become focal points for both consumers and regulatory bodies.

The industry needs to adopt sustainable and eco-friendly practices, including responsible sourcing, water conservation, and efforts to minimize deforestation associated with nut and seed production. Certifications such as Fair Trade and organic standards can enhance the industry's sustainability credentials. Companies that proactively address environmental concerns and prioritize ethical sourcing are likely to gain a competitive edge in an increasingly discerning market.

### Regulatory Compliance and Labeling Challenges

The packaged nuts and seeds market is subject to a complex regulatory landscape with varying standards across different regions. Compliance with food safety regulations, labeling requirements, and nutritional information specifications presents a considerable challenge for manufacturers operating on a global scale. Navigating the intricacies of regional and international regulations necessitates significant resources and expertise in regulatory affairs.

Missteps in compliance or labeling can result in legal consequences, damage brand reputation, and lead to product recalls. To overcome these challenges, industry players must stay abreast of evolving regulatory frameworks, invest in robust compliance management systems, and establish clear communication channels with

regulatory authorities. Collaborative efforts within the industry to standardize labeling practices can contribute to streamlining compliance processes.

## Competition and Price Sensitivity

The global packaged nuts and seeds market is highly competitive, with numerous players vying for market share. Price sensitivity among consumers adds an additional layer of complexity, as they often compare products based on price points and discounts. Intense competition can lead to pricing pressures, impacting the profit margins of manufacturers and potentially compromising the quality of products.

To address this challenge, companies must focus on building brand loyalty through differentiation strategies, innovation, and marketing. Investing in premium and value-added products that offer unique flavors, health benefits, or sustainable attributes can provide a competitive edge. Additionally, strategic partnerships and collaborations along the supply chain can help optimize costs and enhance efficiency, enabling companies to navigate the challenges posed by competition and price sensitivity.

## Key Market Trends

### Rising Demand for Functional and Healthy Snacking

A prominent trend in the packaged nuts and seeds market is the increasing consumer demand for functional and healthy snacks. As awareness of nutrition and well-being continues to grow, consumers are actively seeking snacks that not only satisfy their cravings but also provide nutritional benefits. Nuts and seeds, being rich sources of essential nutrients such as protein, fiber, vitamins, and healthy fats, align perfectly with this trend.

Manufacturers are responding to this demand by introducing products with functional attributes, such as energy-boosting blends, immunity-boosting formulations, and products with added vitamins and minerals. Additionally, the market has seen a surge in the popularity of mixed nut assortments, trail mixes, and flavored seed varieties that offer a combination of taste and health benefits. This trend reflects a broader shift towards mindful snacking, where consumers view snacks as a part of their overall health and wellness routine.

The emphasis on functional and healthy snacking is expected to drive innovation in product formulations, packaging, and marketing strategies within the packaged nuts and



seeds market.

### Plant-Based and Vegan Options

The global rise in plant-based and vegan lifestyles has significantly influenced the packaged nuts and seeds market. Nuts and seeds naturally align with plant-based diets, offering a rich source of protein, healthy fats, and other essential nutrients. As consumers increasingly adopt plant-based eating habits for ethical, environmental, and health reasons, the demand for plant-based snacks, including packaged nuts and seeds, continues to grow.

Manufacturers are capitalizing on this trend by promoting their products as plant-based, vegan-friendly, and cruelty-free. Beyond traditional nut and seed options, there is a surge in innovative plant-based snacks such as nut-based cheeses, seed-based protein bars, and plant-powered trail mixes. The availability of diverse and appealing plant-based options is expanding the market reach of packaged nuts and seeds, attracting a broader consumer base.

The plant-based trend is expected to drive product innovation, with an increased focus on developing unique and savory plant-based snacks that cater to the evolving tastes and preferences of consumers.

### Flavor Innovation and Premiumization

Flavor innovation and premiumization are key trends influencing the packaged nuts and seeds market. Consumers are increasingly looking for unique and exotic flavor experiences, prompting manufacturers to experiment with a wide range of flavor profiles. Traditional options like salted or roasted nuts are now complemented by more adventurous flavors such as truffle-infused almonds, chili-lime pistachios, and honey sriracha cashews.

Premiumization involves the introduction of high-quality, premium products that often command higher price points. Consumers are willing to pay more for products that offer unique flavors, superior quality, and additional health benefits. Premium and gourmet nut and seed blends, featuring rare or exotic varieties, are gaining popularity among consumers seeking a more indulgent snacking experience.

This trend emphasizes the importance of differentiation and creating a distinct identity in a crowded market. Manufacturers are likely to continue investing in flavor innovation

and premiumization to capture consumer attention and loyalty.

### E-Commerce and Direct-to-Consumer Channels

The advent of e-commerce has transformed the distribution landscape for the packaged nuts and seeds market. Consumers are increasingly turning to online platforms for the convenience of purchasing snacks from the comfort of their homes. E-commerce allows for a wider reach, enabling consumers to explore a diverse range of products, compare prices, and read reviews before making purchasing decisions.

Many manufacturers have recognized the potential of direct-to-consumer (DTC) channels to establish a more direct relationship with customers. DTC platforms enable brands to gather valuable consumer data, receive feedback, and tailor marketing strategies to specific demographics. Subscription services for packaged nuts and seeds, offering regular deliveries and personalized product recommendations, are becoming increasingly popular through online channels.

As e-commerce continues to grow, companies in the packaged nuts and seeds market will need to optimize their online presence, invest in user-friendly websites and apps, and explore creative marketing strategies to capture the attention of digital-savvy consumers.

### Sustainable Packaging and Ethical Sourcing:

Sustainability is a pervasive trend across the food and beverage industry, and it has a significant impact on the packaged nuts and seeds market. Consumers are increasingly concerned about the environmental impact of packaging, leading to a demand for sustainable and eco-friendly solutions. Manufacturers are responding by adopting recyclable materials, reducing packaging waste, and exploring innovative packaging designs to enhance sustainability.

Ethical sourcing practices, including fair trade certifications and commitments to supporting local communities, are also gaining importance. Consumers are not only interested in the nutritional content of products but also in the ethical and environmental implications of their choices. Brands that prioritize sustainability and ethical sourcing are likely to resonate with environmentally conscious consumers.

The sustainable packaging and ethical sourcing trend is expected to shape the industry's future, influencing both consumer preferences and regulatory requirements.



## Segmental Insights

### Type Insights

Most nuts, including almonds, walnuts, cashews, peanuts, and pistachios, are rich in omega-6, omega-3 polyunsaturated, and monounsaturated fats, with minimal amounts of saturated fats. This nutrient profile may contribute to reducing the risk of conditions such as metabolic syndrome, high cholesterol levels, and high blood pressure. Furthermore, incorporating nuts into one's diet can help improve blood sugar levels and lower the risk of certain types of cancers. Almonds, for instance, are particularly effective in reducing LDL cholesterol, often referred to as "bad" cholesterol. Additionally, almonds are a popular choice for those seeking a low-calorie diet, aiding in weight loss efforts and helping to lower blood pressure.

### Regional Insights

North America has emerged as the foremost regional market and is projected to maintain its dominance throughout the forecast period. With numerous bakeries and candy factories situated in the United States, the region has emerged as a significant consumer of nuts and seeds on a global scale. The highest number of new product launches in recent years has been witnessed in North America. The Asia Pacific region is expected to witness substantial growth, presenting a highly lucrative market opportunity with the fastest Compound Annual Growth Rate (CAGR). This growth is primarily driven by increasing awareness of organic products and a shift in consumer preferences towards nutritious foods, particularly in emerging economies like China and India.

### Key Market Players

Bayer AG

Syngenta Crop Protection AG

SunOpta Inc.

Blue Diamond Growers

ADVANTA SEEDS PTY LTD.

ITC Limited

Pioneer Hi-Bred International, Inc.

Select Harvests Limited

McCormick & Company, Inc.

Olam International

### Report Scope:

In this report, the global Packaged Nuts & Seeds Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Packaged Nuts & Seeds Market, By Type:

Nuts (Almonds, Cashews, Peanuts, Others)

Seeds (Pumpkin Seeds, Sunflower Seeds, Chia Seeds, Others)

Packaged Nuts & Seeds Market, By Form:

Whole

Roasted

Salted

Flavored

Others

Packaged Nuts & Seeds Market, By Distribution Channel:

Convenience Stores

Supermarkets/Hypermarkets

Online

Others

Packaged Nuts & Seeds Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Packaged Nuts & Seeds Market.

## Available Customizations:

Global Packaged Nuts & Seeds Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

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

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