

# **Popcorn Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Microwave Popcorn, Ready-to-Eat Popcorn), By Sales Channel (Hypermarkets/Supermarkets, Departmental Stores, Online, Others) By Region & Competition, 2020-2030F**

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## **Abstracts**

The Global Popcorn Market, valued at USD 9.89 Million in 2024, is projected to experience a CAGR of 11.86% to reach USD 19.38 Million by 2030. Popcorn, defined as kernels of *Zea mays var. everta*, is a whole grain maize product that expands when heated to become an edible puffed snack. The global market for this product is primarily driven by increasing consumer demand for convenient, healthier snack options, leveraging popcorn's perception as a low-calorie, high-fiber, and whole-grain food. The deep-rooted association of popcorn with entertainment, encompassing both traditional cinema and at-home streaming, consistently stimulates consumption.

## **Key Market Drivers**

The global popcorn market's expansion is significantly influenced by increasing consumer preference for healthier snack options. As consumers become more health-conscious, they actively seek snacks aligned with nutritional goals, viewing popcorn as a whole grain, high-fiber, and lower-calorie alternative to other snack categories. This trend contributes to broader snacking behavior shifts; according to the National Coffee Association, in 2024, daily snack consumption in the U. S. rose by 40%, a trend from which perceived healthier options like popcorn directly benefit.

## **Key Market Challenges**

The global popcorn market faces a substantial challenge in the inherent volatility of raw material prices, specifically for popcorn-grade maize. This susceptibility to fluctuations, often caused by adverse weather conditions and agricultural cycles, directly impedes market expansion by introducing significant cost uncertainties for manufacturers. Unpredictable raw material costs disrupt production planning and procurement strategies, making it difficult for companies to maintain stable profit margins. When the price of key inputs rises, manufacturers are often compelled to either absorb these increased costs, thereby reducing profitability, or pass them on to consumers through higher product prices. This latter action can diminish consumer purchasing power and subsequently dampen overall demand for popcorn products.

### **Key Market Trends**

E-commerce and Online Retail Expansion represents a pivotal trend, broadening market access for popcorn brands by leveraging digital platforms. This channel facilitates direct-to-consumer sales, allowing for a wider array of specialty and niche popcorn products to reach consumers beyond traditional retail shelves. It also supports personalized marketing and subscription models, fostering customer loyalty and driving repeat purchases. According to the Specialty Food Association's "State of the Specialty Food Industry Report 2024," e-commerce sales within the specialty food sector grew by 6.6 percent in 2023, reflecting a continued shift towards online purchasing across snack categories.

### **Key Market Players**

Campbell Soup Company

PepsiCo Inc.

Conagra Brands, Inc.

Weaver Popcorn Bulk, LLC

Quinn Foods LLC

The Hershey Company

The Eagle Family Foods Group LLC

Catapult Enterprises Ltd (PROPER)

American Pop Corn Company (JOLLY TIME)

Intersnack Group GmbH & Co. KG

## **Report Scope:**

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

Popcorn Market, By Product:

Microwave Popcorn

Ready-to-Eat Popcorn

Popcorn Market, By Sales Channel:

Hypermarkets/Supermarkets

Departmental Stores

Online

Others

Popcorn 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

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Global Popcorn Market.

## **Available Customizations:**

Global Popcorn 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:

## **Company Information**

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

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