

# Nut Butters Market Set for Remarkable Growth: A Comprehensive Overview and Future Outlook 2035 | FMI

*Nut Butters Market is experiencing significant growth due to rising demand for healthy, plant-based products and increasing consumer awareness of their benefit*

NEWARK, DE, UNITED STATES, May 6, 2025 /EINPresswire.com/ -- The global [nut butters market](#), valued at approximately USD 2,212.9 million in 2025, is projected to surge to an estimated USD 45,494.4 million by 2035, demonstrating a compound annual growth rate (CAGR) of 35.3%.

This dynamic market growth is driven by the rising popularity of plant-based, protein-rich spreads that cater to the evolving consumer demand for healthier alternatives to traditional dairy products.



Nut Butters Market

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The Nut Butters Market is experiencing a surge in demand as consumers seek healthier, plant-based alternatives. Innovation in flavors and packaging is driving market growth globally.”

*Nandini Roy Chaudhari*

Nut butters, including peanut, almond, cashew, and hazelnut butters, have seen substantial innovation over recent years, offering consumers more choices than ever before. This expansion is not only fueled by the growing awareness of the health benefits associated with plant-based foods but also by continuous advancements in production technologies, which improve taste, texture, and nutritional profiles.

Once largely dominated by peanut butter, the market for nut butters has diversified with the rise of alternative options such as almond butter, cashew butter, and even macadamia butter. These plant-based butters offer various health benefits, including being rich in essential nutrients,

healthy fats, and protein, thus positioning themselves as a better alternative to traditional dairy

spreads. As consumer preferences shift towards clean-label and organic products, manufacturers are increasingly focusing on developing high-protein, allergen-free, and fortified nut butters that align with the growing trend for functional foods.

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## Mergers and Acquisitions

The nut butters market has witnessed significant mergers and acquisitions, reflecting the industry's rapidly expanding nature. Larger food companies are acquiring smaller, innovative brands to diversify their product offerings and capitalize on the plant-based and health-conscious trends. For instance, leading nut butter producers have acquired local and regional manufacturers of organic and premium nut butters to enhance their portfolios and strengthen their market positions.

## Key Takeaways

- The global nut butters market is expected to experience robust growth, reaching USD 45.5 billion by 2035 with a CAGR of 35.3%.
- Rising demand for plant-based, high-protein spreads is fueling the market expansion.
- Technological advancements and consumer awareness about health benefits are driving innovation.
- The market is increasingly characterized by new product offerings, such as functional and fortified nut butters.

## Rising Health Consciousness and Nutritional Benefits of Nut Butters

With an increasing focus on health and wellness, consumers are becoming more conscious about their food choices. Nut butters, with their high protein, healthy fats, and fiber content, are increasingly popular among those looking for nutritious snack options. Almond butter, peanut butter, and other nut-based spreads are considered an excellent source of heart-healthy fats, protein, and various essential vitamins and minerals. The shift towards healthier eating habits has significantly boosted the demand for nut butter products as part of a balanced diet.

## Market Segmentation: Varieties and Consumer Preferences

The nut butters market is segmented based on various factors, including product type, distribution channel, and geography. Among the various product types, organic nut butters are seeing an uptick in popularity, particularly as consumers become more mindful of what they consume. Organic variants, such as organic peanut butter and almond butter, appeal to health-conscious individuals who prefer chemical-free and sustainably produced options.

Additionally, the market is divided based on distribution channels, including supermarkets/hypermarkets, online retail, and specialty stores. Online retail has gained substantial traction, particularly during the COVID-19 pandemic, as more consumers opt for convenience and doorstep delivery. This shift has prompted many brands to invest in e-commerce platforms to meet the growing demand for nut butters from consumers worldwide.

### Nut Butter Product Innovations and Market Trends

Innovation plays a key role in the nut butters market, with brands consistently introducing new flavors, blends, and formulations. From peanut and almond butter blends to exotic varieties like cashew and hazelnut butters, manufacturers are responding to evolving consumer preferences. Additionally, nut butter product innovations include sugar-free, flavored, and fortified variants, catering to consumers with specific dietary needs such as low-sugar, keto, and paleo diets.

The emergence of nut butter as a key ingredient in smoothies, protein bars, and other healthy snacks further boosts its appeal. With the growing interest in nut butter recipes, particularly as part of plant-based diets, manufacturers are tapping into the demand for innovative product offerings that align with lifestyle trends.

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### Region-Wise Insights

#### United States

The nut butters market in the USA is experiencing growth driven by increasing consumer preference for plant-based, high-protein spreads. As interest in organic and clean-label products rises, consumers are incorporating nut butters into smoothies, baked goods, and snacks. The market is also being fueled by a shift toward functional nut butters, such as those enriched with probiotics or superfoods, for health-conscious individuals.

CAGR (2025-2035): 35.5%

#### United Kingdom

In the UK, the demand for premium and artisanal nut butters is rising, with consumers seeking unique flavors and high-quality, sustainable products. The growing trend towards plant-based diets and ethical sourcing is also driving the market, with an increasing emphasis on nuts that are sustainably harvested.

CAGR (2025-2035): 35.1%

#### European Union

The nut butters market in the European Union is expanding rapidly, fueled by the increasing adoption of dairy-free diets and the growing popularity of nut-based spreads for breakfast dishes. The trend toward organic and high-protein nut butters is further accelerating market

growth, supported by government initiatives promoting plant-based nutrition.

CAGR (2025-2035): 35.3%

## Japan

Japan's nut butters market is seeing robust growth, driven by the increasing demand for nutrient-dense snacks and functional food components. There is a rising preference for low-calorie, sugar-free nut butters, which align with the growing trend of active lifestyles and weight management.

CAGR (2025-2035): 35.2%

## South Korea

In South Korea, the demand for nut butters is on the rise, spurred by the growing consumption of plant-based foods and increasing interest in protein-enriched spreads. Additionally, the expansion of online grocery sales and innovations in product formats, such as convenient and functional nut butters, are fueling market demand.

CAGR (2025-2035): 35.5%

## Competition Outlook

The competition in the global nut butters market is intensifying as both large food manufacturers and small, niche brands vie for market share. Companies are focusing on product differentiation, quality, and sustainability to stand out in a crowded marketplace. Established brands continue to innovate and adapt, while emerging players capitalize on niche markets, offering organic, clean-label, and allergen-free products that resonate with consumers looking for healthier, more sustainable food choices.

- The J.M. Smucker Company
- Hormel Foods Corporation (Justin's LLC)
- Conagra Brands, Inc. (Peter Pan)
- Nestlé S.A.
- Once Again Nut Butter Collective, Inc.

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## Nut Butters Market Segmentation by Product Type

By Type:

- Cashew
- Hazelnut
- Peanut
- Almond
- Others

#### By Category:

- Organic
- Conventional

#### By End-Use:

- Food
- Bakery
- Confectionary
- Ice-cream Parlour
- Snacks
- Chips
- Cosmetics and Personal Care
  - o Hair Care
  - o Skin Care
  - o Eye-Care
  - o Color Cosmetics
  - o Toiletries

#### Based on Sales Channel:

- B2B
- B2C
  - Store-based Retailing
    - o Hypermarket/Supermarket
    - o Specialty Stores
    - o Discount Stores
    - o Modern Grocery Stores
    - o Traditional Grocery Stores
    - o Other Store-based Retailing
  - Online Retailing

#### By Region:

- North America
- Latin America
- Western Europe
- Eastern Europe
- East Asia
- South Asia Pacific
- Middle East and Africa

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#### Contact Us:

Future Market Insights Inc.

Christiana Corporate, 200 Continental Drive,

Suite 401, Newark, Delaware – 19713, USA

T: +1-347-918-3531

Website: <https://www.futuremarketinsights.com>

Ankush Nikam

Future Market Insights, Inc.

+91 90966 84197

[email us here](#)

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