

Butter Powder Market Size Projected To Garner Significant Revenues \$643.8 Million By 2032

Butter Powder Market Size was valued at \$376.70 million in 2022, and is estimated to reach \$643.8 million by 2032, growing at a CAGR of 5.5% from 2023 to 2032.

WILMINGTON, DE, UNITED STATES, September 18, 2025 /EINPresswire.com/ -- Butter powder is a dehydrated form of butter. It is used in recipes of baked goods, popcorn, sauces, soups, seasonings, beverages, and dietary supplements. It offers several advantages such as shelf stability, convenience, versatility, and extended usability. In addition, it is considered suitable for emergency preparations, travel, camping, and long-term food storage. It saves time and can be conveniently used in everyday cooking; for instance, it can be sprinkled on moist and warm foods such as steamed vegetables, rice, pasta, hot cereals, and potatoes, thus enchanting the flavor. Moreover, it is heat stable and requires no refrigeration until the mixture of water and butter powder has been prepared which has increased [Butter Powder Market](#) Share.□

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The butter powder market is segmented into nature, flavor, distribution channel, and region. By nature, the market is bifurcated into conventional and organic. Among these, the conventional segment occupied the major share of the Butter Powder Industry in 2022 and is anticipated to maintain its dominance during the forecast period. Conventional butter is a dehydrated version of actual butter that has had the liquid removed. In addition, as it offers the ease of having butter immediately available without the requirement of refrigeration, it is used in baking and cooking. It is made once the powder is reconstituted with water or another liquid. Furthermore, conventional butter powder retains the original flavor and fat content of butter, unlike margarine or other alternatives which has increased Butter Powder Market Growth.□

By flavor, the market is segregated into cocoa, almond, peanuts, and others. The peanut segment was the major share contributor in 2022. Owing to its significantly lower fat content—between 85% and 90% less than traditional butter—peanut butter powder has proven to be an ideal substitute for ordinary peanut butter. It is utilized with water to create a spreadable consistency similar to ordinary peanut butter which makes it accurate for many recipes. Moreover, for vegans and people who eat a plant-based diet, peanut butter powder, which is made from peanuts, is a great source of protein. The demand for peanut butter powder

is further influenced by the fitness and sports nutrition sectors. For instance, the high protein content of butter powder, makes it appropriate for protein drinks, smoothies, and energy bars. Furthermore, collaborations with influencers or organizations focused on health and wellness are generating a lot of potential for the market by raising awareness of the advantages of using peanut butter powder in recipes. Globally, the market for peanut butter powder is propelled by increase in health consciousness, rise in trend of veganism, and the expansion of the sports nutrition & fitness sectors.□

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By distribution channel, the market is categorized into supermarket/hypermarket, convenience store, B2B, specialty store, and online store. Among these, the supermarket/hypermarket segment occupied the major share of the market in 2022 due to rise in affordability of the growing population along with purchasing parity. Moreover, they are designed in a way to provide a convenient and one-stop solution for consumers.□ As supermarkets offer a wide selection range of butter powder brands and and flavors , they are the preferred retail outlet. In addition, the staff available in supermarkets offer product information, which helps to increases the sales through this distribution channel.□□

North America dominated the butter powder market in 2022 was and anticipated to continue the same trend during the forecast period. Rise in popularity of butter powder for cooking and baking purposes and surge in demand for new flavors has surged Butter Powder Market Trends . In addition, availability of a number of variants with different formulations and ingredients has made butter powder a popular choice among consumers in North America. Moreover, with rise in Butter Powder Market Demand and enhanced effect on diet, butter powder products are seeing high popularity in the North American market. In addition, consumers are switching from conventional butter powder to organic products as a result of their growing interest in cooking and baking.

In addition, the pandemic has led to changes in consumer behavior, with many people staying at home and preparing baking items themselves. These changes in consumer behavior may have had both positive and negative impacts on the butter powder market and had provided Butter Powder Market Opportunities. The major players analyzed for the Butter Powder Market Analysis are Garden of Life, BetterBody Foods, PB2 Foods,Inc., Nutricost, powbab, Betty Lou's Inc., Z Natural Food, LLC, Nutrient Survival, Hoosier Hill Farm, and Laita .□

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KEY FINDINGS OF STUDY□□

By nature, the conventional segment was valued at \$199.5 million in 2022, and is projected to

reach \$331.7 million by 2032, registering a CAGR of 5.3% from 2023 to 2032.□

On the basis of flavor, the cocoa segment accounted for \$84.5 million in 2022, and is projected to reach \$149.2 million by 2032, registering a CAGR of 5.9% from 2023 to 2032.□

Depending on distribution channel, the supermarket/hypermarket segment garnered \$129.8 million in 2022, and is projected to reach \$213.6 million by 2032, registering a CAGR of 5.1% from 2023 to 2032.□

Region wise, the North America butter powder market was valued at \$151.9 million in 2022, and is projected to reach \$245.7 million by 2032, registering a CAGR of 5.0% from 2023 to 2032.

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