

Shea Butter Market Worth USD 1.66 Billion in 2024 – Trends & Growth Forecast

Manufacturers focusing on sustainable sourcing and premium formulations are poised to capitalize on global opportunities in the Shea Butter Market.

WILMINGTON, DE, UNITED STATES, October 23, 2025 /EINPresswire.com/ -- Explore the global [Shea Butter Market](#), valued at USD 1.66 Billion in 2024, driven by rising demand for natural, organic, and cosmetic applications. Discover key trends, emerging opportunities, and growth strategies shaping the industry through 2032.

Shea Butter Market is experiencing rapid growth, fueled by rising consumer demand for natural and organic ingredients across personal care, cosmetics, and food industries. In 2024, the personal care and cosmetics segment accounted for 40% of market consumption, reflecting the high demand for anti-aging, moisturizing, and skin-nourishing products enriched with shea butter. Bakery and confectionery industries are also adopting shea butter as a cocoa butter alternative, leveraging its superior melting properties and extended shelf life.

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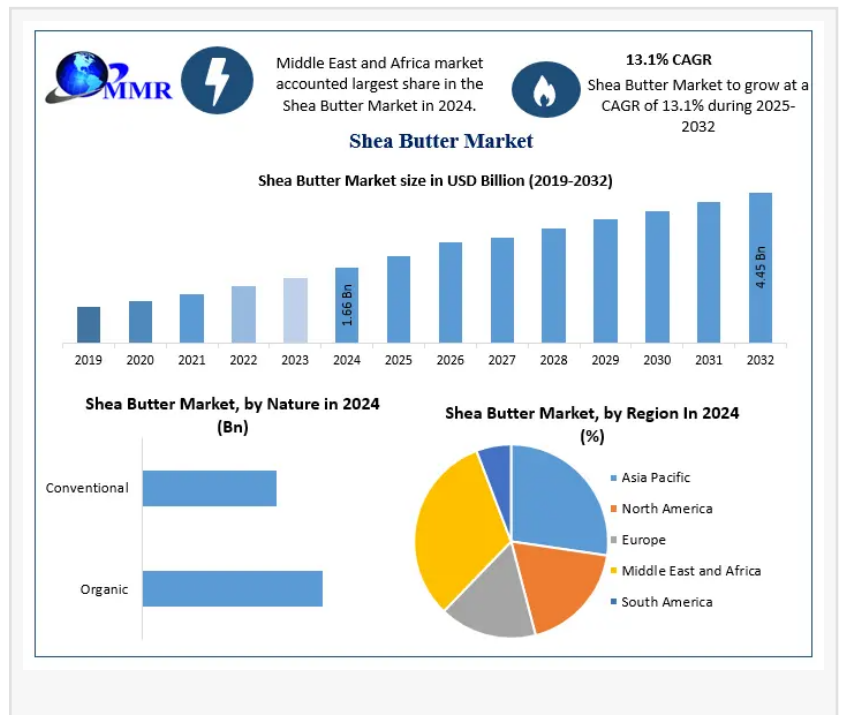
Rising demand for organic shea butter is driving innovation across skincare and food applications worldwide.”

Dharti Raut

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Raw shea butter remains the most widely used product type due to its versatility and nutrient richness, while organic and refined variants are gaining traction in premium skincare and cosmetic formulations. West African countries, including Ghana, Nigeria, and Burkina Faso, contribute over 70% of global production, underscoring the region’s critical role in global supply



chains.

The market’s expansion is further supported by e-commerce platforms, social media influence, and increasing awareness of sustainable sourcing, enabling manufacturers to reach a wider audience and capitalize on the growing demand for natural, ethical, and high-quality shea butter products.

Shea Butter Market Segments Covered	
By Product	Raw and unrefined Refined and ultra-refined
By Nature	Organic Conventional
By Application	Food Processing Personal Care and Cosmetics Pharmaceuticals Others
By Region	North America- United States, Canada, and Mexico Europe – UK, France, Germany, Italy, Spain, Sweden, Russia, and the Rest of Europe Asia Pacific – China, South Korea, Japan, India, Australia, Indonesia, Philippines, Malaysia, Vietnam, Thailand, Rest of APAC Middle East and Africa - South Africa, GCC, Egypt, Nigeria, Rest of the Middle East and Africa South America – Brazil, Argentina, Rest of South America

Shea Butter Market Booms: Organic Skincare and Food Applications Driving Demand

The global Shea Butter Market is witnessing robust growth fueled by diverse applications across personal care, cosmetics, and food industries. In 2024, the personal care and cosmetics segment accounted for 40% of market consumption, highlighting the high demand for anti-aging and moisturizing products enriched with shea butter. Bakery and confectionery industries are increasingly using shea butter as a cocoa butter alternative due to its superior melting properties and extended shelf life. For instance, major brands like Hershey’s have integrated shea butter into non-chocolate products, demonstrating its expanding industrial adoption.

The rising consumer preference for natural and organic ingredients is driving innovation in product formulations, including skincare, haircare, and body care products. E-commerce platforms and social media influence have enhanced the accessibility of shea butter products globally, reaching a wider audience than ever before. Despite minor challenges from alternatives like mango and avocado butter and allergenic concerns, companies focusing on sustainable sourcing and high-quality processing are well-positioned to capitalize on the growing demand for organic and cosmetic shea butter products.

Diving into Shea Butter: From Raw to Refined Applications

The global Shea Butter Market is segmented by type, source, and application, offering diverse growth opportunities for manufacturers and end-users. By type, raw shea butter dominates due to its versatility and high nutrient content, while refined and organic variants are gaining traction for premium cosmetic and skincare products. The organic shea butter segment has witnessed growing consumer preference, accounting for approximately 35% of total market consumption in 2024.

By source, West African countries like Ghana, Nigeria, and Burkina Faso remain key suppliers, contributing to more than 70% of global shea butter production. In terms of applications, personal care and cosmetics lead the market, followed by food and pharmaceuticals. Shea butter’s use in moisturizers, body lotions, and haircare products continues to expand, while food

industries increasingly adopt it as a cocoa butter substitute in bakery and confectionery products.

The increasing demand for natural skincare ingredients and sustainable shea butter sourcing is driving innovation across segments, creating significant growth potential for manufacturers and distributors worldwide.

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Shea Butter Market Regional Insights: Africa Leads Global Supply

The global Shea Butter Market is heavily influenced by regional supply and demand dynamics. Africa, particularly West African countries like Ghana, Nigeria, and Burkina Faso, dominates the market, accounting for over 70% of global shea butter production. The abundant availability of raw shea nuts and traditional processing expertise make this region the backbone of the industry.

North America and Europe represent the largest consumer markets, with increasing demand for organic and natural skincare products driving imports. Cosmetic and personal care industries in these regions are adopting shea butter for moisturizers, body lotions, and haircare formulations.

Asia-Pacific is emerging as a high-growth market due to rising awareness of natural ingredients, expanding e-commerce platforms, and increasing disposable income. Meanwhile, South America and the Middle East show steady demand, primarily in food and cosmetic applications.

The regional dynamics highlight the critical role of sustainable sourcing, strategic partnerships, and market expansion in shaping global Shea Butter Market growth.

Recent Developments in Shea Butter Market

Nigeria Implements Export Ban to Boost Domestic Processing

On August 28, 2025, Nigeria announced a six-month ban on the export of raw shea nuts. This policy aims to enhance local processing capabilities and transform Nigeria into a leading global supplier of refined shea butter and related skincare ingredients. Despite supplying 40% of the world's raw shea nuts, Nigeria currently holds just 1% of the \$6.5 billion global shea products market. The government anticipates that this move will generate \$300 million in the short term and potentially \$3 billion by 2027.

Burkina Faso Partially Lifts Shea Nut Export Ban

On September 25, 2025, Burkina Faso announced a partial lifting of its shea nut export ban for the 2025/2026 season. Exports will be permitted between December 1, 2025, and May 31, 2026,

under a new quota system. Exporters are required to allocate 25% of their exports to local processors first. This policy aims to boost the local shea industry while ensuring sustainable practices.

Trends in Shea Butter Market

Surge in Organic Shea Butter Demand

The organic shea butter segment is projected to dominate the global Shea Butter Market with a 61% share, driven by increasing consumer preference for natural and sustainable skincare products.

Integration of Shea Butter in Clinical Skincare

North American dermatology guidelines have begun incorporating shea butter-containing formulations for managing dry skin and pruritus in elderly patients, highlighting its therapeutic benefits and expanding its role beyond cosmetic applications.

Shea Butter Market Competition Heats Up: Key Players and Strategies

The global Shea Butter Market is highly competitive, with several key players driving innovation and market expansion. Leading companies such as L'Oréal, The Body Shop, Ghana Nuts Company, Olam International, and Agbon Concept Limited dominate the market, leveraging sustainable sourcing and product diversification strategies.

Manufacturers are increasingly focusing on organic shea butter production and premium cosmetic formulations to cater to rising consumer demand for natural and ethically sourced skincare products. Strategic collaborations, mergers, and acquisitions are common to expand geographic presence and strengthen supply chains.

Additionally, companies are investing in e-commerce platforms and digital marketing to increase visibility and accessibility of shea butter products worldwide. Innovation in value-added products, such as shea butter-enriched haircare, body lotions, and food-grade variants, is creating competitive advantages for market leaders.

The competitive landscape underscores the importance of sustainability, product innovation, and strategic partnerships in shaping the future of the Global Shea Butter Market.

Analyst Recommendation: The Shea Butter Market presents significant growth opportunities for manufacturers and investors, driven by rising demand for organic and natural skincare products. Companies are advised to focus on sustainable sourcing, product innovation, and expanding e-commerce reach. Leveraging regional strengths, particularly in West Africa, while catering to premium cosmetic and food applications, will ensure long-term market success.

Key Players of Shea Butter Market

North America

Babo Botanicals (USA)
Shea Butter Like Whoa (USA)
Hallstar Company (USA)
AOS Products Private Limited (USA)

Europe

BASF SE (Germany)
Olvea Group (France)
Sophim S.A. (France)
Croda International Plc (UK)
Clariant AG (Switzerland)
AAK AB (Sweden)

Asia-Pacific

Fuji Oil Holdings, Inc. (Japan)
AOS Products Private Limited (India)

Middle East & Africa

Ghana Nuts Company Ltd. (Ghana)
Suru Chemicals (Nigeria)
Better Butter Company (Ghana)
Ojoba Collective (Ghana)
Shea Yeleen (Ghana/US hybrid)
Baraka Shea Butter (Ghana)
The Savannah Fruits Company (Ghana)
Deluxe Shea Butter (Ghana)
Juka's Organic Co. (Ghana)

FAQs about the Shea Butter Market

Q1: What is the Shea Butter Market size?

The global Shea Butter Market is expanding rapidly, driven by increasing demand in personal care, cosmetics, and food applications.

Q2: What are the key trends in the Shea Butter Market?

Rising demand for organic and natural skincare products, along with therapeutic applications, is shaping market growth worldwide.

Q3: Who are the top players in the Shea Butter Market?

Leading manufacturers include L'Oréal, The Body Shop, Ghana Nuts Company, and Olam International, focusing on sustainable sourcing and premium product lines.

Q4: Which applications are driving the demand for Shea Butter?

Personal care and cosmetics dominate, followed by bakery, confectionery, and pharmaceutical industries, leveraging shea butter's moisturizing and functional properties.

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