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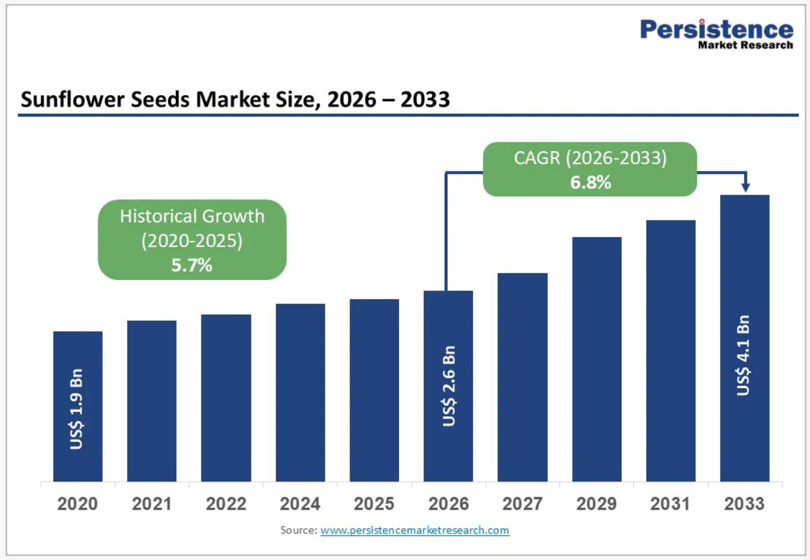
Sunflower Seeds Market Set for Strong Growth as Healthy Snacking and Edible Oil Demand Accelerate

The sunflower seeds market is driven by rising demand for healthy snacks, plant-based nutrition, edible oils, product innovation, and expanding retail networks.



sunflower seeds market

LONDON, UNITED KINGDOM, June 4, 2026 /EINPresswire.com/ -- The global sunflower seeds market is projected to reach a value of US$ 4.1 billion by 2033, rising from an estimated US$ 2.6 billion in 2026. Analysts expect the industry to expand at a compound annual growth rate of 6.8% during the forecast period, supported by increasing consumer interest in nutritious foods and healthier edible oil alternatives worldwide.

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Demand Drivers

Growing awareness of cardiovascular health and plant-based nutrition continues to strengthen demand for sunflower seeds. Consumers are increasingly choosing foods rich in protein, fiber, vitamins, and healthy fats, making sunflower seeds a preferred ingredient in snacks, cereals, bakery products, and nutrition bars. The popularity of sunflower oil, known for its unsaturated fat content and vitamin E profile, is also contributing to market expansion across both developed and emerging economies.

Product Trends

Oilseed varieties remain the dominant segment, accounting for approximately 72% of market activity due to their extensive use in edible oil production. However, confectionery and non-oilseed products are expected to record the fastest growth, driven by rising demand for roasted, flavored, and ready-to-eat seed snacks. Manufacturers are introducing premium seasonings, portion-controlled packs, and convenient packaging formats to attract younger consumers and increase repeat purchases.

Regional Outlook

Europe remains the largest regional market, holding about 34% of global share thanks to strong production capacity in Eastern Europe and steady consumption across Western Europe. Regulatory alignment within the European Union supports trade stability and quality standards. Meanwhile, Asia Pacific is forecast to be the fastest-growing region, fueled by urbanization, expanding middle-class populations, growing edible oil imports, and the modernization of retail and packaged food distribution networks.

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Challenges and Risks

Despite positive growth prospects, the market continues to face supply chain uncertainties. Heavy dependence on a limited number of major producing countries leaves the industry vulnerable to weather disruptions, geopolitical tensions, export restrictions, and fluctuating freight costs. These factors can affect planting decisions, harvest volumes, international trade, and raw material pricing, creating challenges for processors, refiners, and snack manufacturers seeking long-term stability.

Industry Opportunities

Companies are increasingly focusing on innovation to strengthen competitive positioning. New flavor combinations, bold seasoning profiles, premium branding, and direct-to-consumer sales strategies are helping producers differentiate their offerings. The expanding organic segment also presents opportunities as consumers pay closer attention to ingredient sourcing and production practices. Increased demand for clean-label and minimally processed foods is encouraging investment in higher-value sunflower seed products across multiple categories.

Recent Developments

Policy decisions in key producing markets have remained important for industry participants. In October 2025, Russia extended export duties on sunflower seeds and related products, aiming to support domestic processing activity. Earlier, in June 2025, Türkiye announced a reduced-duty import quota covering 1.0 million metric tons of sunflower seed and/or 400,000 metric tons of crude sunflower oil for the January-May 2026 period, a move designed to support supply availability.

Market Segmentation

By Product Type

Oilseed
Confectionery / Non-Oilseed

By Nature

Organic
Conventional

By Application

Edible Oil Production
Snack Foods
Bakery & Confectionery
Animal Feed
Cosmetics & Personal Care
Others

By Region

North America
Europe
East Asia
South Asia and Oceania
Latin America
Middle East and Africa

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Competitive Landscape

The competitive landscape combines large multinational agribusinesses with regional snack and seed brands. Major companies including Corteva, ADM, CHS Inc., Conagra Brands, and Safal Seeds & Biotech Ltd. continue investing in research, seed genetics, processing infrastructure, and supply chain partnerships. At the same time, specialized brands such as Chinook Seedery and GIANT Snacks Inc. are competing through product differentiation, flavor innovation, and targeted consumer engagement.

Future Outlook

Looking ahead the sunflower seeds market is expected to benefit from sustained interest in plant-based diets functional foods and healthier cooking ingredients Worldwide demand for convenient nutrient-dense snacks is likely to support further adoption among consumers seeking balanced lifestyles Retail expansion e-commerce growth and improved product availability are expected to create additional sales opportunities across both mature and developing markets With continued investment in innovation supply security and value-added offerings industry participants are positioning themselves to capture rising demand and strengthen long-term revenue growth prospects through 2033 and beyond for global producers retailers processors and investors.

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