

Popcorn Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Market Report | 2023-05-29 | 143 pages | IMARC Group

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Report description:

The global popcorn market size reached US\$ 12.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.6 Billion by 2028, exhibiting a growth rate (CAGR) of 6.4% during 2023-2028.

Popcorn is a healthy snack with a low calorie and high fiber content, which is prepared by exposing corn kernels to heat and adding butter, salt and pepper, chili flakes and other condiments. It is rich in folate, niacin, riboflavin, thiamin, antioxidants, and vitamins. Its moderate consumption can assist in weight loss, improving blood circulation and intestinal health, and lowering the risk of heart disease and diabetes. Besides this, it helps in reducing depression, relieving constipation, supporting healthy bone function, controlling blood sugar levels, combating tumor cells, and lowering cholesterol levels.

Popcorn Market Trends:

At present, there is a rise in the adoption of instant and ready-to-eat (RTE) convenient food products worldwide due to the busy and hectic lifestyles of individuals. This, along with the growing awareness among individuals about healthy eating habits, represents one of the key factors driving the market. Moreover, the increasing number of commercial places, such as movie theatres, multiplexes and stadiums, across the globe is propelling the growth of the market. In addition, the escalating demand for gourmet and unique popcorn flavors, such as sea-salted caramel, rosemary and olive oil, sea salt, white and chipotle aged cheddar, is positively influencing the market. Besides this, the wide availability of popcorns through online and offline stores around the world is offering lucrative growth opportunities to industry investors. Other growth-inducing factors are rising disposable incomes, increasing penetration of the internet, and increasing reliance on microwaves for reduced preparation time. Furthermore, key market players are focusing on mergers and acquisitions (M&A), social media campaigns and improving product packaging to expand their consumer base and increase their overall profitability.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global popcorn market report, along with

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forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, distribution channel and end consumer.

Breakup by Type:

Microwave Popcorn
Ready-To-Eat (RTE) Popcorn

Breakup by Distribution Channel:

On-Trade
Off-Trade
Supermarkets and Hypermarkets
Convenience Stores
Online Channel
Other Channels

Breakup by End Consumer:

Households
Commercial

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others

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Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amplify Snack Brands Inc. (The Hershey Company), Campbell Soup Company, Conagra Brands Inc., Eagle Family Foods Group LLC (The J.M. Smucker Company), Frito-Lay North America Inc. (Pepsico Inc.), Great American Popcorn, Joe's Gourmet Foods Ltd., Popz USA LLC, Preferred Popcorn, Proper Snacks Ltd., Quinn Snacks Inc. and Weaver Popcorn Bulk LLC.

Key Questions Answered in This Report:

- How has the global popcorn market performed so far and how will it perform in the coming years?
- What has been the impact of COVID-19 on the global popcorn market?
- What are the key regional markets?
- What is the breakup of the market based on the type?
- What is the breakup of the market based on the distribution channel?
- What is the breakup of the market based on the end consumer?
- What are the various stages in the value chain of the industry?
- What are the key driving factors and challenges in the industry?
- What is the structure of the global popcorn market and who are the key players?
- What is the degree of competition in the industry?

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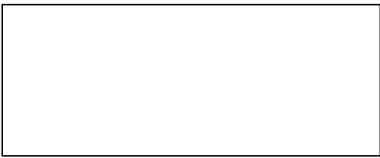
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