

## **Butternut Squash Market Report and Forecast 2025-2034**

Market Report | 2025-07-28 | 171 pages | EMR Inc.

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### **Report description:**

The global butternut squash market is expected to grow at a CAGR of 4.80% during the period 2025-2034. The market is expected to be driven by the high nutritional value butternut squash offers and its uses in culinary applications. North America, Europe, Asia, Australia and New Zealand are expected to be key markets.

Market Likely to be Driven by Nutritional Benefits and a Wide Variety of Culinary Applications

Butternut squash (classified as a fruit but generally prepared as vegetable) ranges in size from medium to large; it is bell-shaped and has a long neck which is connected to a round end. Butternut squash, also known as Cucurbita moschata, is a winter squash that grows on a vine and belongs to the Cucurbitaceae family, which also includes gourds and pumpkins. Butternut squash is a comparatively new variety - a result crookneck squash breeding to create a variation with a more compact size, straight-necked characteristic, and stacking qualities. Butternut squash is a popular variety on the market, and demanded for its thin, edible skin, dense flesh, and small seed cavity (which generates less waste in the kitchen). The skin is smooth, thin, light tan, and firm, with a light brown, rough stem connecting it.

The butternut squash has orange, dense, and moist meat in the long neck; the bulbous or round end contains a small, hollow seed cavity with stringy pulp and some flat, cream-colored seeds. The flesh of the butternut squash becomes soft when cooked, and releases a pleasant squash flavour with a nutty and sweet tinge. Butternut squash is available through the year, the peak season being fall through winter. Initially, there was not much demand for straight neck winter squashes; the lengthy, curvy winter crookneck varieties were preferred, however, with an increase in commercial distribution and shipping of bulk quantities of squash, demand for butternut squash increased as the variety was compact and easily stackable.

Nutritional Benefits and Culinary Applications of Butternut Squash Expected to Boost Global Butternut Squash Market

Butternut squash is a good source of vitamins A, C, and E. It also contains manganese, potassium, iron, soluble fibre, and magnesium; butternut squashes that are deep orange in colour are rich in beta-carotene. Butternut squash may be roasted,

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toasted, steamed, sauteed, baked, braised and grilled. It may be sliced and added to curries, stews, chili, soups, enchiladas, ravioli, empanadas, tacos, etc. It may also be used as pizza and flatbread toppings. Butternut squash yoghurt is considered a healthy food alternative on the basis of proximate composition and the benefits cultured yoghurt offers.

Butternut squash is also used in baked foods including pies, muffins and bread. Roasted and salted butternut squash seeds are consumed as a popular snack. Butternut squash combines well with sage, thyme, bay leaf, apple, cinnamon, pear, shallots, pecans, butter, cream, feta cheese, ground beef, sausage, and bacon. If stored in a cool, dry and dark place, butternut squash may be kept for one to two months.

#### Value-added Products Likely to Stimulate Global Butternut Squash Market

Soups, purees, baby food and ravioli are examples of value-added products made using butternut squash. These products are readily available in supermarkets and grocery stores. Such value-added products are expected to contribute to market growth.

#### Market Segmentation

The EMR's report titled "Butternut Squash Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Form

- Puree Form
- Frozen Form
- Fresh Form

##### Market Breakup by Distribution Channel

- Offline Sales
- Online Sales

##### Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

#### Key Industry Players in the Global Butternut Squash Market

The report presents a detailed analysis of the following key players in the market, looking into their capacity, and latest developments like capacity expansions, plant turnarounds, and mergers and acquisitions:

- Rana Meal Solutions LLC
- Sakata Vegetables Europe S.A.S.
- Harris Seeds
- Stahlbush Island Farms

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- Mackenzie Limited
- ALDI Inc.
- Tozer Seeds Ltd.
- Others

The EMR report gives an in-depth insight into the industry by providing a SWOT analysis as well as an analysis of Porter's Five Forces model.

## **Table of Contents:**

- 1 Executive Summary
  - 1.1 Market Size 2024-2025
  - 1.2 Market Growth 2025(F)-2034(F)
  - 1.3 Key Demand Drivers
  - 1.4 Key Players and Competitive Structure
  - 1.5 Industry Best Practices
  - 1.6 Recent Trends and Developments
  - 1.7 Industry Outlook
- 2 Market Overview and Stakeholder Insights
  - 2.1 Market Trends
  - 2.2 Key Verticals
  - 2.3 Key Regions
  - 2.4 Supplier Power
  - 2.5 Buyer Power
  - 2.6 Key Market Opportunities and Risks
  - 2.7 Key Initiatives by Stakeholders
- 3 Economic Summary
  - 3.1 GDP Outlook
  - 3.2 GDP Per Capita Growth
  - 3.3 Inflation Trends
  - 3.4 Democracy Index
  - 3.5 Gross Public Debt Ratios
  - 3.6 Balance of Payment (BoP) Position
  - 3.7 Population Outlook
  - 3.8 Urbanisation Trends
- 4 Country Risk Profiles
  - 4.1 Country Risk
  - 4.2 Business Climate
- 5 Global Butternut Squash Market Analysis
  - 5.1 Key Industry Highlights
  - 5.2 Global Butternut Squash Historical Market (2018-2024)
  - 5.3 Global Butternut Squash Market Forecast (2025-2034)
  - 5.4 Global Butternut Squash Market by Form
    - 5.4.1 Puree Form
      - 5.4.1.1 Historical Trend (2018-2024)
      - 5.4.1.2 Forecast Trend (2025-2034)

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- 5.4.2 Frozen Form
  - 5.4.2.1 Historical Trend (2018-2024)
  - 5.4.2.2 Forecast Trend (2025-2034)
- 5.4.3 Fresh Form
  - 5.4.3.1 Historical Trend (2018-2024)
  - 5.4.3.2 Forecast Trend (2025-2034)
- 5.5 Global Butternut Squash Market by Distribution Channel
  - 5.5.1 Offline Sales
    - 5.5.1.1 Historical Trend (2018-2024)
    - 5.5.1.2 Forecast Trend (2025-2034)
  - 5.5.2 Online Sales
    - 5.5.2.1 Historical Trend (2018-2024)
    - 5.5.2.2 Forecast Trend (2025-2034)
- 5.6 Global Butternut Squash Market by Region
  - 5.6.1 North America
    - 5.6.1.1 Historical Trend (2018-2024)
    - 5.6.1.2 Forecast Trend (2025-2034)
  - 5.6.2 Europe
    - 5.6.2.1 Historical Trend (2018-2024)
    - 5.6.2.2 Forecast Trend (2025-2034)
  - 5.6.3 Asia Pacific
    - 5.6.3.1 Historical Trend (2018-2024)
    - 5.6.3.2 Forecast Trend (2025-2034)
  - 5.6.4 Latin America
    - 5.6.4.1 Historical Trend (2018-2024)
    - 5.6.4.2 Forecast Trend (2025-2034)
  - 5.6.5 Middle East and Africa
    - 5.6.5.1 Historical Trend (2018-2024)
    - 5.6.5.2 Forecast Trend (2025-2034)
- 6 North America Butternut Squash Market Analysis
  - 6.1 United States of America
    - 6.1.1 Historical Trend (2018-2024)
    - 6.1.2 Forecast Trend (2025-2034)
  - 6.2 Canada
    - 6.2.1 Historical Trend (2018-2024)
    - 6.2.2 Forecast Trend (2025-2034)
- 7 Europe Butternut Squash Market Analysis
  - 7.1 United Kingdom
    - 7.1.1 Historical Trend (2018-2024)
    - 7.1.2 Forecast Trend (2025-2034)
  - 7.2 Germany
    - 7.2.1 Historical Trend (2018-2024)
    - 7.2.2 Forecast Trend (2025-2034)
  - 7.3 France
    - 7.3.1 Historical Trend (2018-2024)
    - 7.3.2 Forecast Trend (2025-2034)
  - 7.4 Italy

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- 7.4.1 Historical Trend (2018-2024)
- 7.4.2 Forecast Trend (2025-2034)
- 7.5 Others
- 8 Asia Pacific Butternut Squash Market Analysis
  - 8.1 China
    - 8.1.1 Historical Trend (2018-2024)
    - 8.1.2 Forecast Trend (2025-2034)
  - 8.2 Japan
    - 8.2.1 Historical Trend (2018-2024)
    - 8.2.2 Forecast Trend (2025-2034)
  - 8.3 India
    - 8.3.1 Historical Trend (2018-2024)
    - 8.3.2 Forecast Trend (2025-2034)
  - 8.4 ASEAN
    - 8.4.1 Historical Trend (2018-2024)
    - 8.4.2 Forecast Trend (2025-2034)
  - 8.5 Australia
    - 8.5.1 Historical Trend (2018-2024)
    - 8.5.2 Forecast Trend (2025-2034)
  - 8.6 Others
- 9 Latin America Butternut Squash Market Analysis
  - 9.1 Brazil
    - 9.1.1 Historical Trend (2018-2024)
    - 9.1.2 Forecast Trend (2025-2034)
  - 9.2 Argentina
    - 9.2.1 Historical Trend (2018-2024)
    - 9.2.2 Forecast Trend (2025-2034)
  - 9.3 Mexico
    - 9.3.1 Historical Trend (2018-2024)
    - 9.3.2 Forecast Trend (2025-2034)
  - 9.4 Others
- 10 Middle East and Africa Butternut Squash Market Analysis
  - 10.1 Saudi Arabia
    - 10.1.1 Historical Trend (2018-2024)
    - 10.1.2 Forecast Trend (2025-2034)
  - 10.2 United Arab Emirates
    - 10.2.1 Historical Trend (2018-2024)
    - 10.2.2 Forecast Trend (2025-2034)
  - 10.3 Nigeria
    - 10.3.1 Historical Trend (2018-2024)
    - 10.3.2 Forecast Trend (2025-2034)
  - 10.4 South Africa
    - 10.4.1 Historical Trend (2018-2024)
    - 10.4.2 Forecast Trend (2025-2034)
  - 10.5 Others
- 11 Market Dynamics
  - 11.1 SWOT Analysis

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- 11.1.1 Strengths
- 11.1.2 Weaknesses
- 11.1.3 Opportunities
- 11.1.4 Threats
- 11.2 Porter's Five Forces Analysis
  - 11.2.1 Supplier's Power
  - 11.2.2 Buyer's Power
  - 11.2.3 Threat of New Entrants
  - 11.2.4 Degree of Rivalry
  - 11.2.5 Threat of Substitutes
- 11.3 Key Indicators for Demand
- 11.4 Key Indicators for Price
- 12 Value Chain Analysis
- 13 Competitive Landscape
  - 13.1 Supplier Selection
  - 13.2 Key Global Players
  - 13.3 Key Regional Players
  - 13.4 Key Player Strategies
  - 13.5 Company Profiles
    - 13.5.1 Rana Meal Solutions LLC
      - 13.5.1.1 Company Overview
      - 13.5.1.2 Product Portfolio
      - 13.5.1.3 Demographic Reach and Achievements
      - 13.5.1.4 Certifications
    - 13.5.2 Sakata Vegetables Europe S.A.S.
      - 13.5.2.1 Company Overview
      - 13.5.2.2 Product Portfolio
      - 13.5.2.3 Demographic Reach and Achievements
      - 13.5.2.4 Certifications
    - 13.5.3 Harris Seeds
      - 13.5.3.1 Company Overview
      - 13.5.3.2 Product Portfolio
      - 13.5.3.3 Demographic Reach and Achievements
      - 13.5.3.4 Certifications
    - 13.5.4 Stahlbush Island Farms
      - 13.5.4.1 Company Overview
      - 13.5.4.2 Product Portfolio
      - 13.5.4.3 Demographic Reach and Achievements
      - 13.5.4.4 Certifications
    - 13.5.5 Mackenzie Limited
      - 13.5.5.1 Company Overview
      - 13.5.5.2 Product Portfolio
      - 13.5.5.3 Demographic Reach and Achievements
      - 13.5.5.4 Certifications
    - 13.5.6 ALDI Inc.
      - 13.5.6.1 Company Overview
      - 13.5.6.2 Product Portfolio

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- 13.5.6.3 Demographic Reach and Achievements
- 13.5.6.4 Certifications
- 13.5.7 Tozer Seeds Ltd.
- 13.5.7.1 Company Overview
- 13.5.7.2 Product Portfolio
- 13.5.7.3 Demographic Reach and Achievements
- 13.5.7.4 Certifications
- 13.5.8 Others

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