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# Peanut Butter - Global & Indian Scenario

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# ABOUT RUPAREL FOODS

- Established in 2007 we are the largest manufacturers and exporters of Peanut Butter from India and winners of Award for Highest exports of Peanut Butter from IOPEPC since 2011.
- Our Peanut Butter manufacturing facility is a state of art facility certificated for IFS, BRC and HACCP.





# LOCATIONAL BENEFIT OF PEANUT BUTTER MANUFACTURING IN SAURASHTRA REGION OF GUJARAT

- Saurashtra is known as the oil-bowl of India with almost 45 to 50% crop of the Whole of India.
- Ground nuts / Peanuts are considered to be a major cash crop in this region.
- 2 major ports Mundra and Pipavav are located in this region which helps to minimise inland transportation cost.





# WHAT IS PEANUT BUTTER AND WHO INVENTED IT?

- There is evidence that ancient South American Inca Indians were the first to grind peanuts to make Peanut Butter. In the United States, Dr. John Harvey Kellogg invented a version of Peanut Butter in 1895.
- Then it is believed that a St. Louis physician may have developed a version of Peanut Butter as a protein substitute for his older patients who had poor teeth and couldn't chew meat.
- Peanut Butter was first introduced at the St. Louis World's Fair in 1904 and now it has become staple diet of The people of United States with approx. 297.06 Million Americans consumed Peanut Butter in 2019.





# BENEFITS OF PEANUT BUTTER

- Helps in weight loss, because when you eat peanut butter it actually suppresses hunger which leads to weight loss. Thanks to higher fibre content 2g to 4g per 100g and high in protein at 25%.
- Keeps Heart Healthy, Since peanut butter contains more of Mono-Unsaturated fat @ approx. 34% making it fat friendly food that lowers the risk of cardiovascular and coronary heart diseases.
- Lowers the risk of diabetes, peanut butter has shown positive effect on blood, sugar control hence decreases the risk of diabetes. Accordingly to a study published in the journal of The American Medical Association, “Eating about 2 tablespoons of peanut butter at least 5 days a week can reduce risk of developing diabetes by almost 30% particularly Type 2 diabetes.





# TRENDS OF PEANUT BUTTER AROUND THE WORLD

- Largest manufacturer and consumer of Peanut Butter is USA with a consumption of approx. 860,000 MT per year, followed by Netherlands, UK, Nigeria, South Africa, Japan and the list goes on.
- Top 5 exporters of Peanut Butter in the world are: Argentina, China, Netherlands, USA, Germany and India is ranked at 11th.
- Top 5 Importers of Peanut Butter in the world are: Netherlands, USA, France, Germany, UK and Japan is ranked at 6th.





# DIFFERENT TYPES OF MARKETS OF PEANUT BUTTER

- Peanut Butter market is divided in different segments such as: Consumer market which is the mainstream market, then comes the health and fitness category market, then comes speciality flavours market.
- The fastest growing segment is the health and fitness market. The biggest reason behind the growth of health and fitness market is that there is a growing trends of people changing their lifestyle to Vegetarian and Vegan lifestyles. So how to fulfil their protein needs so here comes peanut butter.
- Protein in one tablespoon of peanut butter is equal to 2.5 Eggs.
- Another segment of peanut butter is peanut paste which is used for industrial purpose and as an ingredient. Some examples of this segments are use of peanut paste in RUTF (Ready to Eat Therapeutic Food) used to feed malnourished children in India, Africa and South East Asian Countries. This is also a very fast growing market.
- Another Market of industrial use of peanut butter and peanut paste is used for flavouring in different snack foods like Corn and Rice puffs, stuffing in Biscuits, Candies and also used as flavours in Soya milk and almond milk.





# TRENDS OF PEANUT BUTTER IN INDIA

- India is very typical in use of peanut butter, Not even 1% of Indians know what is peanut butter?
- However since after 2010 the consumption of peanut butter has increased in India due to awareness after the introduction of peanut butter by several India brands such as Sundrop, FunFoods (Dr. Oetker, India), Prutina, today there are more than 25 brands of Private label and own labelled peanut butter is available in Indian market.
- Since 2010 till 2016 the market was quite stable but since 2016 to 2017 and 2018 the market increased by almost 100% every year, but however since the end of 2018 since number of private label brands came into market and thanks to online shopping websites like Amazon and Flipkart the market is flooded with too much competition and thus the further development is temporarily stalled.
- As per the current market trend in India the highest consumption is of retail products in 150g, 340g, 454g and 925g Jars.
- Peanut Butter in food service is still not very popular in India.





# TRENDS OF PEANUT BUTTER CONSUMPTION IN INDIA

- The typical way of consumption of peanut butter in Indian market is as table spread for morning breakfast.
- New growing segment is the Health and Fitness market, many Gyms and Health Clubs are also selling and distributing peanut butter for their patrons.
- The highest sales of peanut butter is through Modern Retail like Hyper markets and super markets but an increasing number of consumers are now buying through online retailers. Peanut Butter is not very popular with small shopkeepers and unorganised traditional markets.





# COMMON CHANGE IN THE TRENDS OF USAGE OF PEANUT BUTTER AMONGST END CONSUMERS

- Due to awareness and urge to live healthy and fit lifestyle people are changing their habit of using Natural Peanut Butter without added salt, Sugar or any added oils or stabilisers.
- There are also certain markets that consumes natural peanut butter with natural flavours, like Cocoa peanut butter, Chilli peanut butter, coconut peanut butter, cinnamon peanut butter, banana peanut butter and many more.





# FUTURE OF PEANUT BUTTER TRENDS IN INDIA AND AROUND THE WORLD

- As per current market situation and assessment, the Indian market is growing and has tremendous opportunities however due to increasing peanut butter manufacturers and ease of reach to consumer audience due to online retailers the market is becoming very competitive and the profit margins are shrinking.
- The same has been happening in markets of USA and Europe. The per capita revenue amongst the producers are going down but overall consumption due to increasing population of the world is however still rising and shows a positive trend.





# NATURAL AND CLIMATE CHANGING FACTORS AFFECTING PEANUT BUTTER MARKET TRENDS

- Due to the drastic climate change and El-Nino effect causing sometime drought conditions and sometimes over flooding conditions are taking toll on the market trends of peanut butter due to uneven production of peanuts in different parts of the world.
- Aflatoxin is also an alarming concern for Indian manufacturers. Since the farms in India are so small in sizes and the farming practices are so traditional and very rain water dependent which is an obstacle in maintaining aflatoxin levels in peanuts which are used for peanut butter, that it is sometimes very difficult for Indian manufacturers to procure suitable peanuts for manufacturing peanut butter for Europe and sometimes even Non-European countries.
- Aflatoxin also becomes sometimes a question of non-competitiveness with countries in competition against other exporting countries.





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- THANK YOU

