



Global Cashew Nut Snacks Market

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 9.8 bn
Forecast (2031)	USD 14.6 bn
CAGR (2021-2031)	6.8%
Study period	2021-2031
Largest region	North America · 32.8%
Fastest-growing region	Asia-Pacific · 8.1%
Market concentration	Low
Licence	Individual / Company

The global cashew nut snacks market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Premium flavor systems, convenient resealable packaging and the repositioning of cashews as a plant-protein snack are broadening demand beyond traditional salted formats. North America leads current value sales, while Asia-Pacific is the fastest-growing region as modern retail, gifting and branded packaged-nut consumption scale across India, China and Southeast Asia. The report quantifies the market across product type, processing format, packaging, distribution channel and geography, supported by shev.io Research and official agricultural, trade and regulatory statistics.

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Executive summary

The global cashew nut snacks market reached USD XXX billion in 2025 and will expand to USD XXX billion by 2031, advancing at a XX% CAGR. Premium flavor systems, convenient resealable packaging and the repositioning of cashews as a plant-protein snack are broadening demand beyond traditional salted formats. North America leads current value sales, while Asia-Pacific is the fastest-growing region as modern retail, gifting and branded packaged-nut consumption scale across India, China and Southeast Asia. The report quantifies the market across product type, processing format, packaging, distribution channel and geography, supported by shev.io Research and official agricultural, trade and regulatory statistics.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- The global cashew nut snacks market generated USD XXX billion in 2025 and will reach USD XXX billion by 2031.
- North America accounted for XX% of 2025 market value, supported by high branded-snack penetration and an established premium nut aisle.
- Asia-Pacific will record the fastest regional expansion at an XX% CAGR through 2031.
- Plain roasted and salted cashews retained a XX% value share in 2025, while flavored savory products will grow faster at an XX% CAGR.
- Resealable pouches represented XX% of 2025 sales and remain the primary format for flavor innovation, portability and online fulfillment.
- E-commerce captured XX% of market value in 2025 and will expand at a XX% CAGR through 2031.
- The International Nut and Dried Fruit Council estimated 2025/26 world raw cashew production at XXX metric tons.
- Western Africa supplied XX% of world cashew production on a kernel-equivalent basis in 2023/24, compared with XX% for India.

Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

Global Cashew Nut Snacks Market Trends and Growth

Drivers

Cashew snacks occupy an attractive position between staple nuts and premium better-for-you snacks. The category benefits from a naturally creamy flavor, broad compatibility with savory and sweet seasonings, and sufficient consumer familiarity to support experimentation without extensive product education.

Value creation is shifting from basic roasting toward flavor intellectual property, process differentiation and occasion-specific packaging. Sweet-heat profiles, globally inspired seasonings, sprouted textures and premium coatings are increasing the revenue generated per kilogram and reducing direct comparison with bulk kernels.

Supply economics remain decisive. Brands able to contract across West Africa, India, Vietnam and emerging Southeast Asian origins can manage kernel grades and crop volatility more effectively, while traceable origin processing creates an additional route to premiumization in sustainability-sensitive markets.

Growth drivers

Premium Nut Snacking

Consumers increasingly treat cashews as an affordable premium snack rather than an occasional festive purchase. Their creamy sensory profile supports higher price points, gifting formats and flavor extensions, raising category value even where unit volumes grow more slowly.

Plant-Protein Positioning

Cashews align with demand for recognizable ingredients, plant-based eating and satiating snacks. Brands are using protein, unsaturated-fat and ingredient-simplicity cues to recruit consumers from confectionery and fried savory snacks.

Flavor-Led Category Expansion

Chili crisp, Sichuan pepper, dill pickle, truffle, cheese, cocoa and dessert-inspired coatings are increasing purchase frequency and broadening the category's relevance to younger consumers. Flavor innovation also reduces direct price comparison with commodity salted cashews.

Omnichannel Distribution

Online marketplaces enable emerging brands to offer deeper assortments and multipacks without securing immediate national shelf space. Grocery, convenience and club expansion then converts successful digital propositions into higher-volume repeat purchases.

Portable Packaging

Resealable pouches and portion-controlled packs extend freshness, improve portability and open lunchbox, workplace and travel occasions. Packaging differentiation is particularly effective in markets where cashews were historically sold loose or in undifferentiated bulk bags.

Origin Processing and Traceability

Processing kernels closer to African growing areas shortens supply chains and creates stronger farmer-impact and provenance claims. Retailers can translate verified origin, labor and environmental programmes into premium private-label and specialty propositions.

Restraints

Kernel Cost Volatility

Weather variability, crop concentration and shifts in raw-nut trade flows can rapidly change kernel replacement costs. Brands with fixed retail-price architecture face margin compression or pack-size reductions when procurement costs rise faster than retailer price resets.

Tree-Nut Allergen Exposure

Cashews require explicit allergen controls, segregation and labeling across major consumer markets. Schools, airlines and institutional channels may limit tree-nut products, narrowing the addressable set of high-frequency snack occasions.

Premium Price Gap

Cashew snacks remain materially more expensive per serving than peanuts, potato chips and many extruded snacks. The gap constrains household penetration during periods of food inflation and increases dependence on promotions in mass retail.

Quality and Yield Variability

Differences in kernel grade, breakage, moisture and roasting performance complicate global product standardization. Smaller brands and processors carry disproportionate exposure because they have less flexibility to blend origins or redirect lower grades into alternative formats.

Cashew Nut Snacks Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Premium Nut Snacking	XXX	XXX	XXX
Plant-Protein Positioning	XXX	XXX	XXX
Flavor-Led Category Expansion	XXX	XXX	XXX
Omnichannel Distribution	XXX	XXX	XXX
Portable Packaging	XXX	XXX	XXX
Origin Processing and Traceability	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Kernel Cost Volatility	XXX	XXX	XXX
Tree-Nut Allergen Exposure	XXX	XXX	XXX
Premium Price Gap	XXX	XXX	XXX
Quality and Yield Variability	XXX	XXX	XXX

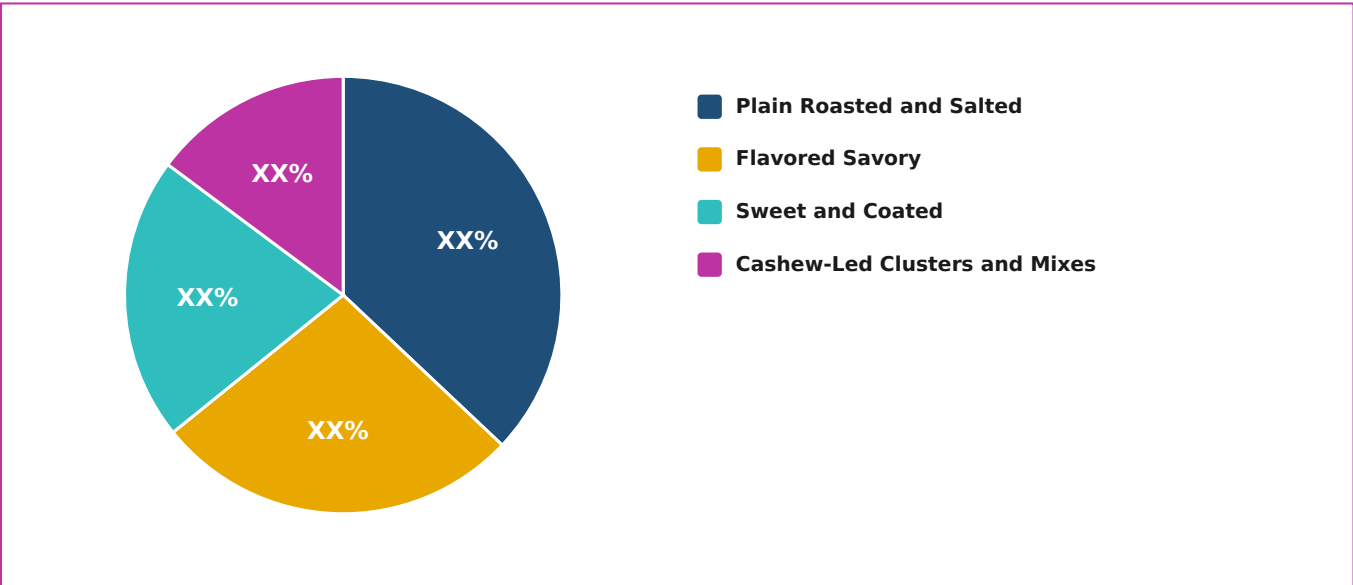
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Cashew Nut Snacks Market Segmentation Analysis

By Product Type

Plain roasted and salted cashews retain leadership because they span value, mainstream and premium tiers and remain the default format in supermarkets and gifting. Savory flavored products are gaining shelf space through chili, cheese, herb, pickle and cuisine-inspired profiles. Sweet-coated cashews benefit from permissible-indulgence positioning, while clusters and mixes recruit consumers seeking texture and ingredient variety.

Value share by product Type, 2025



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Plain Roasted and Salted	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Flavored Savory	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Sweet and Coated	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Cashew-Led Clusters and Mixes	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Processing Format

Conventional roasting dominates because it delivers familiar flavor, scalable throughput and stable shelf life. Air-roasted, sprouted and dehydrated products command a premium through texture, process and clean-label differentiation. Fried products remain relevant in parts of Asia and the Middle East, while raw or minimally processed formats serve narrower natural-food demand.

Value by processing Format, USD bn

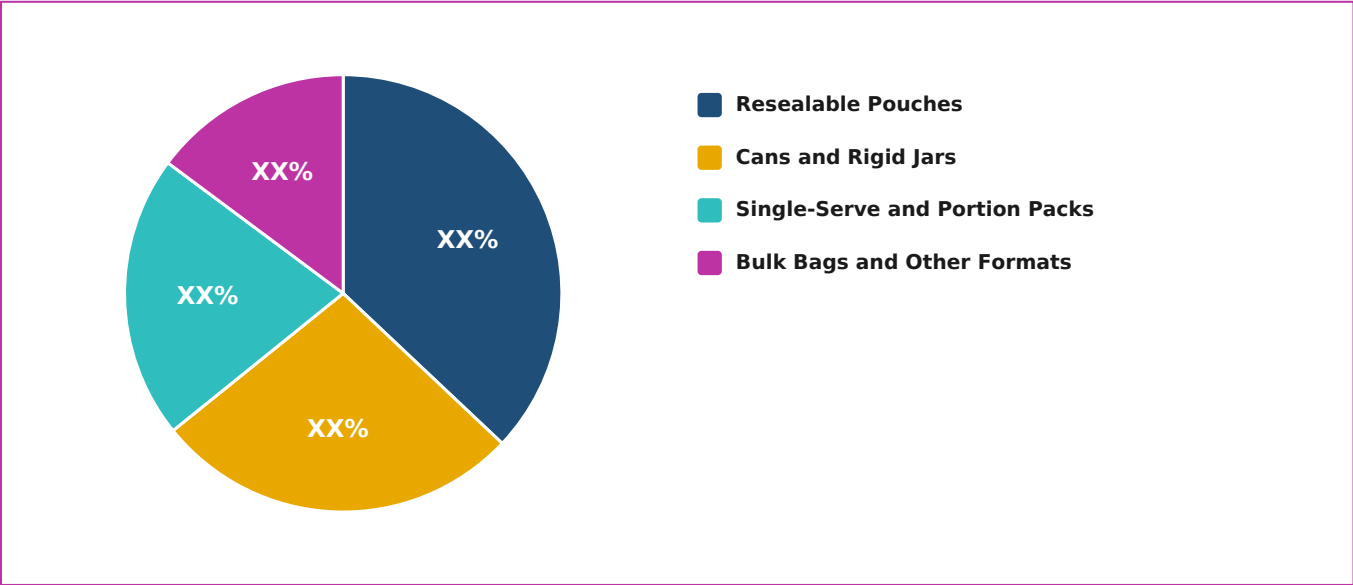
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventionally Roasted	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Air-Roasted, Sprouted and Dehydrated	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Fried	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Raw and Minimally Processed	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging

Resealable pouches offer the best balance of freshness protection, shelf visibility, shipping efficiency and size flexibility. Cans and jars retain strength in mainstream sharing packs and premium gifting, while portion-controlled packs gain from workplace, lunchbox and convenience occasions. Bulk and simple bags remain price competitive but lose share as branded packaging expands.

Value share by packaging, 2025



Source: XXX

Value by packaging, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Resealable Pouches	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Cans and Rigid Jars	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Single-Serve and Portion Packs	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Bulk Bags and Other Formats	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

Supermarkets remain the principal scale channel because they combine private label, national brands and promotional visibility. E-commerce supports broader flavor assortments, subscriptions and multipacks, making it the fastest-growing route to market. Convenience stores favor portion packs, while specialty retailers remain important for organic, sprouted and traceable premium products.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Supermarkets and Hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
E-commerce	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Convenience Stores	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty and Natural-Food Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice, Travel and Other Channels	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

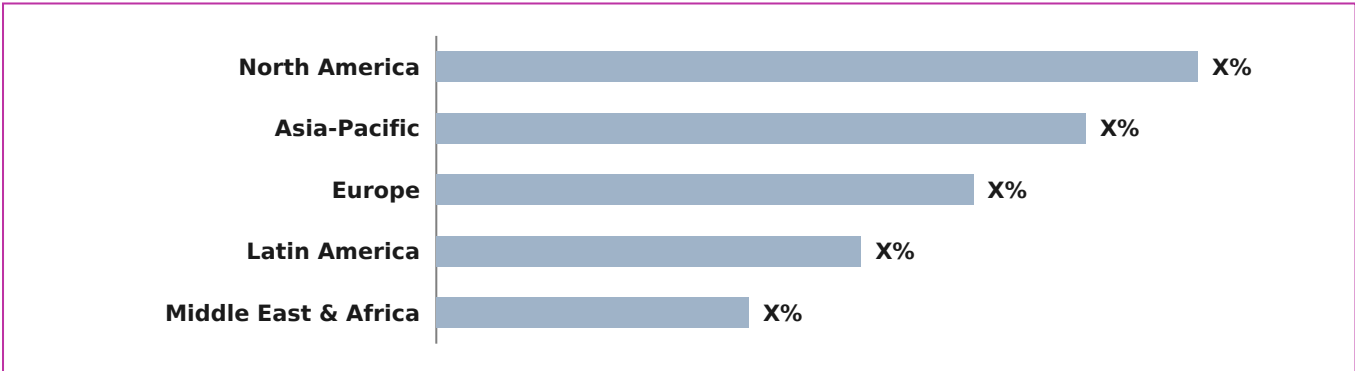
Cashew Nut Snacks Market Regional Analysis and Country Outlook

North America generated XX% of global value in 2025, reflecting high packaged-nut penetration, strong supermarket and club distribution, and a deep field of branded innovators. The United States anchors the region through Planters, Sahale Snacks, Snak Club, SkinnyDipped, Daily Crunch and digitally native challengers, with flavor differentiation sustaining premium price realization.

Asia-Pacific represented XX% of 2025 value and will grow at an XX% CAGR through 2031. India combines a large domestic processing base with expanding organized retail and festive gifting, while China is scaling premium nut assortments through e-commerce and snack specialists. Vietnam and Southeast Asia benefit from processing expertise, tourism, convenience retail and proximity to regional kernel supply.

Europe accounted for XX% of market value, led by Germany, the United Kingdom, France and the Netherlands. Private label, organic certification and traceable African processing are especially influential in this region. Latin America and the Middle East & Africa remain smaller but increasingly attractive, with Brazil, the Gulf states, South Africa and urban West African markets offering the strongest near-term branded opportunities.

Growth rate by region, 2025-2031



Source: XXX

Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East & Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

Cashew Nut Snacks Market Competitive Landscape and Company Share

The market is fragmented, with the five largest consumer-brand groups holding a combined XX% of global value in 2025. Hormel Foods' Planters business has the broadest mass-market visibility in North America, while regional specialists such as Happilo, Farmley, Tong Garden, Three Squirrels, Seeberger and Whitworths compete through local flavor knowledge, channel reach and price-pack architecture.

Portfolio expansion is centered on differentiated seasonings and mixed-texture propositions. Planters has extended flavored cashews and Nut Duos, while Daily Crunch, SkinnyDipped, Snak Club, Pop & Sol, Octonuts and 50Hertz are using sprouting, sweet-heat combinations and globally inspired flavors to create premium shelf blocks that are less exposed to commodity comparison.

Supply-chain control is emerging as a second competitive axis. Large ingredient and processing groups such as ofi and established kernel specialists support scale, food-safety assurance and origin diversification, while newer brands emphasize direct sourcing and African origin processing. Acquisition activity remains selective, illustrated by Second Nature Brands' purchase of Sahale Snacks for approximately USD XXX million in 2023.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Hormel Foods Corporation	XXX	XXX	XXX	XXX
John B. Sanfilippo & Son, Inc.	XXX	XXX	XXX	XXX
Second Nature Brands	XXX	XXX	XXX	XXX
Century Snacks, LLC	XXX	XXX	XXX	XXX
ofi	XXX	XXX	XXX	XXX
Nuts.com, Inc.	XXX	XXX	XXX	XXX
Happilo International Pvt. Ltd.	XXX	XXX	XXX	XXX
Farmley	XXX	XXX	XXX	XXX
Three Squirrels Inc.	XXX	XXX	XXX	XXX
Tong Garden Food Group	XXX	XXX	XXX	XXX

Source: XXX

Cashew Nut Snacks Market Forecast and Strategic Opportunities

Market value will rise from USD XXX billion in 2025 to USD XXX billion in 2031. The central forecast assumes sustained premium snack demand, greater modern-retail penetration in emerging markets and continued migration from plain salted products toward higher-value savory and sweet coatings.

The strongest growth will come from savory flavored cashews, single-serve and resealable pouches, e-commerce, and Asia-Pacific. A high-growth scenario would be driven by better raw-cashew availability, faster origin-processing investment and successful entry-level pack pricing; tighter crops and prolonged consumer downtrading define the principal downside scenario.

Commercial winners will combine secure multi-origin procurement with fast flavor development and channel-specific packaging. Brands that can protect freshness, communicate ingredient simplicity and offer both accessible trial packs and premium sharing formats will capture the broadest set of consumer occasions.

Opportunities

- Sweet-heat, chili-crisp and regional cuisine-inspired flavor platforms
- Affordable small packs for India, Southeast Asia, Africa and Latin America
- Premium gifting and travel-retail assortments
- Sprouted, air-roasted and lower-sodium products
- Direct-from-origin brands with verified traceability
- Private-label ranges for supermarkets, clubs and online marketplaces
- Cashew-led mixes combining legumes, seeds and functional seasonings

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