

Low Calorie Snacks Market by Type (Sweet Snacks, Savory Snacks, and Others), Nature (Organic, and Conventional), Packaging Type (Pouches, Cans, Jars, and Others), and Distribution Channel (Business to Business and Business to Consumer): Global Opportunity Analysis and Industry Forecast, 2021–2030

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# **Abstracts**

The global low calorie snacks market was valued at \$7,620.1 million in 2020, and is expected to garner \$24,117.4 million by 2030, registering a CAGR of 12.3% from 2021 to 2030.

Low calorie food is a major growing segment in health food market. The increasing health concerns and changing lifestyle are boosting this market. Low calorie food is beneficial for many health issues and so people are demanding more such food products. Snacks are small servings of food eaten between main meals. Snacks are found in various forms such as packaged snack foods and other processed foods. Snack foods are products that contain nutritious and healthy ingredients such as proteins, vitamins, and minerals. The low calorie snack food such as potato chips, bakery products such as pancakes, bagel, pretzels, cookies; and confectionery such as candies, chocolates, raisins, contain ingredients that are nutritious and gluten-free as compared to conventional snacks. Low calorie snacks have the potential to offer several health benefits without impacting the health as they are prepared from natural and free from ingredients. These days, customers are being more attentive about their diets, due to the increasing holistic perception about their well-being, such as weight control, encompassing almost every facet of healthy living.



The global low calorie snack market is driven by increase in health consciousness and importance of consumption of low calorie food by the people due to harmful side effects of conventional snacks such as increase in obesity, rise in calorie content of the body, and less nutritional benefits. In addition, rise in inclination for on-thego snacking, growth in demand for low calorie food, and increase in spending capacity of people, especially in emerging economies, fuel the growth of the low calorie snacks market.

Furthermore, growing demand for low calorie snacks in malls and the multiplex sector during entertainment time and increasing expenditure of people on food items drive the growth of the low calorie snack market. Moreover, growth of retail network especially in the emerging economies and increase in consumption of convenient goods drive the snacks market growth. However, high cost of production hampers the widespread adoption and acts as the major restraint for the global low calorie snacks market. On the contrary, rise in disposable income and increase in willingness of people on buying premium and environment-friendly products in the emerging nations are expected to provide opportunities for the market growth in the coming years.

During the worldwide pandemic emergency and the uncertain lock-down across the globe, the consumer food & beverage industry witnessed high demand for household food products. A leading manufacturer in the industry is faced with low consumption of its products in the market, due to the closure of supermarkets and other stores and supply chain challenges. The companies are focusing more on modifying their distributional channel system to strengthen the online platform and delivery service.

The low calorie snacks market is segmented on the basis of type, nature, packaging type, distribution channel, and region. By type, it is sweet snacks, savory snacks, and others. By nature, the market is segmented into organic and conventional. By packaging type, it is segmented into pouches, cans, jars, and others. By distribution channel, it is divided into business to business, and business to customer. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, Russia, and Rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Indonesia, Srilanka, and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, Nigeria, Turkey, South Africa, and Rest of LAMEA).

The key players profiled in this report include Archer Daniels Midland Company, Cargill, Incorporated, Conagra Brands, Inc, Danone, General Mills, Inc, Hain Celestial, Ingredion Incorporated, Mondelez International, Nestle S. A, and The Kraft Heinz Company.



# Key market benefits for stakeholders

The report provides extensive analysis of the current & emerging trends and opportunities in the low calorie snacks market.

Current and future trends are outlined in the report to determine the overall market attractiveness and single out profitable trends to gain a stronger foothold in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

Quantitative analysis of the current market and estimation for the same from 2020 to 2028 is provided to showcase the financial competency of the market

Porter's five forces model of the industry demonstrates the competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of buyers, and bargaining power of suppliers operating in the market

Competitive intelligence highlights the business practices followed by the leading market players across various regions



# **Contents**

#### **CHAPTER 1:INTRODUCTION**

- 1.1.Key benefits for stakeholders
- 1.2.Key market segments
- 1.3. Research methodology
  - 1.3.1.Secondary research
  - 1.3.2.Primary research
  - 1.3.3. Analyst tools and models

### **CHAPTER 2:EXECUTIVE SUMMARY**

- 2.1.Key findings of the study
- 2.2.CXO perspective

#### **CHAPTER 3:MARKET OVERVIEW**

- 3.1. Market definition and scope
- 3.2.Key findings
- 3.2.1.Top investment pockets
- 3.3. Top players positioning
- 3.4. Value chain analysis
- 3.5. Porter's five forces analysis
  - 3.5.1.Moderate bargaining power of suppliers
  - 3.5.2. High bargaining power of buyers
  - 3.5.3. Moderate threat of substitution
  - 3.5.4. Moderate threat of new entrants
  - 3.5.5. High Intensity of competitive rivalry
- 3.6. Market dynamics
  - 3.6.1.Drivers
    - 3.6.1.1.Increase in awareness about health
    - 3.6.1.2.Increase in demand for convenience food
    - 3.6.1.3. Change in culture & lifestyle of the emerging Asian market
  - 3.6.2.Restraint
    - 3.6.2.1. Availability of healthier substitutes
    - 3.6.2.2. High cost of production of organic foods
  - 3.6.3. Opportunities
    - 3.6.3.1.Increase in willingness of consumers to buy premium and environment



### friendly products

- 3.7. Market share analysis
  - 3.7.1.By type
  - 3.7.2.By nature
  - 3.7.3.By Packaging Type
  - 3.7.4.By Distribution Channel
  - 3.7.5.By region
- 3.9. Per Capita Expenditure on Savory Snacks in Global and Asia Pacific
- 3.10.Impact of COVID-19 on the Low Calorie Snacks market

# **CHAPTER 4:LOW CALORIE SNACKS MARKET, BY TYPE**

- 4.1.Overview
  - 4.1.1.Market size and forecast
- 4.2. Sweet Snacks
  - 4.2.1. Key market trends, growth factors, and opportunities
  - 4.2.2.Market size and forecast, by region
  - 4.2.3. Market analysis, by country
- 4.3. Savory Snacks
  - 4.3.1. Key market trends, growth factors, and opportunities
  - 4.3.2. Market size and forecast, by region
  - 4.3.3. Market analysis, by country
- 4.4.Others
  - 4.4.1. Key market trends, growth factors, and opportunities
  - 4.4.2.Market size and forecast, by region
  - 4.4.3. Market analysis, by country

# **CHAPTER 5:LOW CALORIE SNACKS MARKET, NATURE**

- 5.1.Overview
- 5.2. Market size and forecast
- 5.3.Organic
  - 5.3.1. Key market trends, growth factors, and opportunities
  - 5.3.2. Market size and forecast, by region
  - 5.3.3. Market analysis, by country
- 5.4.Conventional
  - 5.4.1. Key market trends, growth factors, and opportunities
  - 5.4.2. Market size and forecast, by region
  - 5.4.3. Market analysis, by country



### CHAPTER 6:LOW CALORIE SNACKS MARKET, BY PACKAGING

- 6.1. Overview
- 6.2. Market size and forecast
- 6.3. Pouches
  - 6.3.1. Key market trends, growth factors, and opportunities
  - 6.3.2. Market size and forecast, by region
  - 6.3.3. Market analysis, by country
- 6.4.Cans
  - 6.4.1. Key market trends, growth factors, and opportunities
  - 6.4.2. Market size and forecast, by region
  - 6.4.3. Market analysis, by country
- 6.5.Jars
  - 6.5.1. Key market trends, growth factors, and opportunities
  - 6.5.2. Market size and forecast, by region
  - 6.5.3. Market analysis, by country
- 6.6.Others
  - 6.6.1. Key market trends, growth factors, and opportunities
  - 6.6.2. Market size and forecast, by region
  - 6.6.3. Market analysis, by country

# CHAPTER 7:LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL

- 7.1.Overview
- 7.2. Market size and forecast
- 7.3.B2B (Business to Business)
  - 7.3.1. Key market trends, growth factors, and opportunities
  - 7.3.2. Market size and forecast, by region
  - 7.3.3.Market analysis, by country
- 7.4.B2C(Business to Consumer)
  - 7.4.1. Key market trends, growth factors, and opportunities
  - 7.4.2. Market size and forecast, by region
  - 7.4.3. Market analysis, by country
  - 7.4.4.Supermarket/ hypermarket
  - 7.4.5. Specialty stores
  - 7.4.6. Online Distribution Channel
  - 7.4.7.Others



### **CHAPTER 8:LOW CALORIE SNACKS MARKET, BY REGION**

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х	. 1	( )	١, /	Δ	r١	/1	e)	Λ/

- 8.1.1.Market size and forecast, by region
- 8.2. North America
  - 8.2.1. Key market trends, growth factors, and opportunities
  - 8.2.2. Market size and forecast, by Type
  - 8.2.3. Market size and forecast, by Nature
  - 8.2.4. Market size and forecast, by Packaging Type
  - 8.2.5. Market size and forecast, by Distribution channel
  - 8.2.6. Market size and forecast, by country
    - 8.2.6.1.U.S.
      - 8.2.6.1.1. Market size and forecast, by Type
      - 8.2.6.1.2. Market size and forecast, by Nature
    - 8.2.6.1.3. Market size and forecast, by Packaging Type
    - 8.2.6.1.4. Market size and forecast, by distribution channel
    - 8.2.6.2.Canada
      - 8.2.6.2.1. Market size and forecast, by Type
      - 8.2.6.2.2. Market size and forecast, by Nature
      - 8.2.6.2.3. Market size and forecast, by Packaging Type
      - 8.2.6.2.4. Market size and forecast, by distribution channel
    - 8.2.6.3.Mexico
      - 8.2.6.3.1. Market size and forecast, by Type
      - 8.2.6.3.2. Market size and forecast, by Nature
      - 8.2.6.3.3. Market size and forecast, by Packaging Type
      - 8.2.6.3.4. Market size and forecast, by distribution channel

### 8.3. Europe

- 8.3.1. Key market trends, growth factors, and opportunities
- 8.3.2. Market size and forecast, by Type
- 8.3.3.Market size and forecast, by Nature
- 8.3.4. Market size and forecast, by Packaging Type
- 8.3.5. Market size and forecast, by distribution channel
- 8.3.6. Market size and forecast, by country
  - 8.3.6.1.Germany
    - 8.3.6.1.1. Market size and forecast, by Type
    - 8.3.6.1.2. Market size and forecast, by Nature
    - 8.3.6.1.3. Market size and forecast, by Packaging Type
    - 8.3.6.1.4. Market size and forecast, by distribution channel
  - 8.3.6.2.France



- 8.3.6.2.1. Market size and forecast, by Type
- 8.3.6.2.2. Market size and forecast, by Nature
- 8.3.6.2.3. Market size and forecast, by Packaging Type
- 8.3.6.2.4. Market size and forecast, by distribution channel
- 8.3.6.3.UK
  - 8.3.6.3.1. Market size and forecast, by Type
  - 8.3.6.3.2. Market size and forecast, by Nature
  - 8.3.6.3.3. Market size and forecast, by Packaging Type
- 8.3.6.3.4. Market size and forecast, by distribution channel
- 8.3.6.4.Spain
  - 8.3.6.4.1.Market size and forecast, by Type
  - 8.3.6.4.2. Market size and forecast, by Nature
  - 8.3.6.4.3. Market size and forecast, by Packaging Type
- 8.3.6.4.4. Market size and forecast, by distribution channel
- 8.3.6.5.Italy
  - 8.3.6.5.1. Market size and forecast, by Type
  - 8.3.6.5.2. Market size and forecast, by Nature
  - 8.3.6.5.3. Market size and forecast, by Packaging Type
- 8.3.6.5.4. Market size and forecast, by distribution channel
- 8.3.6.6.Russia
  - 8.3.6.6.1. Market size and forecast, by Type
  - 8.3.6.6.2. Market size and forecast, by Nature
- 8.3.6.6.3. Market size and forecast, by Packaging Type
- 8.3.6.6.4. Market size and forecast, by distribution channel
- 8.3.6.7.Rest of Europe
  - 8.3.6.7.1. Market size and forecast, by Type
  - 8.3.6.7.2. Market size and forecast, by Nature
  - 8.3.6.7.3. Market size and forecast, by Packaging Type
  - 8.3.6.7.4. Market size and forecast, by distribution channel
- 8.4. Asia-Pacific
  - 8.4.1. Key market trends, growth factors, and opportunities
  - 8.4.2. Market size and forecast, by Type
  - 8.4.3. Market size and forecast, by Nature
  - 8.4.4. Market size and forecast, by Packaging Type
  - 8.4.5. Market size and forecast, by distribution channel
  - 8.4.6. Market size and forecast, by country
    - 8.4.6.1.China
      - 8.4.6.1.1.Market size and forecast, by Type
      - 8.4.6.1.2. Market size and forecast, by Nature



- 8.4.6.1.3. Market size and forecast, by Packaging Type
- 8.4.6.1.4. Market size and forecast, by distribution channel
- 8.4.6.2.Japan
  - 8.4.6.2.1. Market size and forecast, by Type
  - 8.4.6.2.2. Market size and forecast, by Nature
  - 8.4.6.2.3. Market size and forecast, by Packaging Type
- 8.4.6.2.4. Market size and forecast, by distribution channel
- 8.4.6.3.India
  - 8.4.6.3.1. Market size and forecast, by Type
  - 8.4.6.3.2. Market size and forecast, by Nature
  - 8.4.6.3.3. Market size and forecast, by Packaging Type
- 8.4.6.3.4. Market size and forecast, by distribution channel
- 8.4.6.4. Australia
  - 8.4.6.4.1. Market size and forecast, by Type
  - 8.4.6.4.2. Market size and forecast, by Nature
  - 8.4.6.4.3. Market size and forecast, by Packaging Type
- 8.4.6.4.4. Market size and forecast, by distribution channel
- 8.4.6.5. South Korea
  - 8.4.6.5.1. Market size and forecast, by Type
  - 8.4.6.5.2. Market size and forecast, by Nature
- 8.4.6.5.3. Market size and forecast, by Packaging Type
- 8.4.6.5.4. Market size and forecast, by distribution channel
- 8.4.6.6.Indonesia
  - 8.4.6.6.1. Market size and forecast, by Type
  - 8.4.6.6.2. Market size and forecast, by Nature
  - 8.4.6.6.3. Market size and forecast, by Packaging Type
  - 8.4.6.6.4. Market size and forecast, by distribution channel
- 8.4.6.7.Srilanka
  - 8.4.6.7.1. Market size and forecast, by Type
  - 8.4.6.7.2. Market size and forecast, by Nature
  - 8.4.6.7.3. Market size and forecast, by Packaging Type
- 8.4.6.7.4. Market size and forecast, by distribution channel
- 8.4.6.8.Rest of Asia-Pacific
  - 8.4.6.8.1. Market size and forecast, by Type
  - 8.4.6.8.2. Market size and forecast, by Nature
  - 8.4.6.8.3. Market size and forecast, by Packaging Type
- 8.4.6.8.4. Market size and forecast, by distribution channel

### 8.5.LAMEA

8.5.1. Key market trends, growth factors, and opportunities



- 8.5.2. Market size and forecast, by Type
- 8.5.3. Market size and forecast, by Nature
- 8.5.4. Market size and forecast, by Packaging Type
- 8.5.5.Market size and forecast, by distribution channel
- 8.5.6. Market size and forecast, by country
  - 8.5.6.1.Brazil
    - 8.5.6.1.1. Market size and forecast, by Type
    - 8.5.6.1.2. Market size and forecast, by Nature
    - 8.5.6.1.3. Market size and forecast, by Packaging Type
  - 8.5.6.1.4. Market size and forecast, by distribution channel
  - 8.5.6.2. Argentina
    - 8.5.6.2.1. Market size and forecast, by Type
    - 8.5.6.2.2.Market size and forecast, by Nature
    - 8.5.6.2.3. Market size and forecast, by Packaging Type
  - 8.5.6.2.4. Market size and forecast, by distribution channel
  - 8.5.6.3. United Emirates Arab
    - 8.5.6.3.1. Market size and forecast, by Type
    - 8.5.6.3.2. Market size and forecast, by Nature
    - 8.5.6.3.3. Market size and forecast, by Packaging Type
    - 8.5.6.3.4. Market size and forecast, by distribution channel
  - 8.5.6.4. Nigeria
    - 8.5.6.4.1. Market size and forecast, by Type
    - 8.5.6.4.2. Market size and forecast, by Nature
  - 8.5.6.4.3. Market size and forecast, by Packaging Type
  - 8.5.6.4.4. Market size and forecast, by distribution channel
  - 8.5.6.5.Turkey
    - 8.5.6.5.1. Market size and forecast, by Type
    - 8.5.6.5.2. Market size and forecast, by Nature
  - 8.5.6.5.3. Market size and forecast, by Packaging Type
  - 8.5.6.5.4. Market size and forecast, by distribution channel
  - 8.5.6.6. South Africa
    - 8.5.6.6.1. Market size and forecast, by Type
    - 8.5.6.6.2. Market size and forecast, by Nature
    - 8.5.6.6.3. Market size and forecast, by Packaging Type
    - 8.5.6.6.4. Market size and forecast, by distribution channel
  - 8.5.6.7.Rest of LAMEA
    - 8.5.6.7.1. Market size and forecast, by Type
    - 8.5.6.7.2. Market size and forecast, by Nature
  - 8.5.6.7.3. Market size and forecast, by Packaging Type



# 8.5.6.7.4. Market size and forecast, by distribution channel

#### **CHAPTER 9: COMPETITION LANDSCAPE**

- 9.1.Top winning strategies
- 9.2. Product mapping
- 9.3. Competitive dashboard
- 9.4. Competitive heat map
- 9.5. Key developments
  - 9.5.1.Acquisition
  - 9.5.2. Business Expansion
  - 9.5.3.Product Launch

### **CHAPTER 10: COMPANY PROFILES**

### 10.1.ARCHER-DANIELS-MIDLAND COMPANY

- 10.1.1.Company overview
- 10.1.2.Key executives
- 10.1.3.Company snapshot
- 10.1.4. Operating business segments
- 10.1.5. Product portfolio
- 10.1.6. Business performance
- 10.2.CARGILL, INCORPORATED
  - 10.2.1.Company overview
  - 10.2.2.Key Executives
  - 10.2.3. Company snapshot
  - 10.2.4. Operating business segments
  - 10.2.5. Product portfolio
  - 10.2.6. Business performance
  - 10.2.7. Key strategic moves and developments
- 10.3.CONAGRA BRANDS, INC.
  - 10.3.1.Company overview
  - 10.3.2.Key Executives
  - 10.3.3.Company snapshot
  - 10.3.4. Operating business segments
  - 10.3.5.Product portfolio
  - 10.3.6.R&D Expenditure
  - 10.3.7. Business performance
- 10.3.8. Key strategic moves and developments



### 10.4.DANONE

- 10.4.1.Company overview
- 10.4.2. Key Executives
- 10.4.3. Company snapshot
- 10.4.4.Product portfolio
- 10.4.5. Key strategic moves and developments

# 10.5.GENERAL MILLS, INC.

- 10.5.1.Company overview
- 10.5.2. Key Executives
- 10.5.3.Company snapshot
- 10.5.4. Operating business segments
- 10.5.5. Product portfolio
- 10.5.6.R&D Expenditure
- 10.5.7. Business performance
- 10.5.8. Key strategic moves and developments

### 10.6.HAIN CELESTIAL

- 10.6.1.Company overview
- 10.6.2. Key Executives
- 10.6.3. Company snapshot
- 10.6.4. Operating business segments
- 10.6.5. Product portfolio
- 10.6.6. Business performance
- 10.6.7. Key strategic moves and developments

# 10.7.INGREDION INCORPORATED

- 10.7.1.Company overview
- 10.7.2. Key Executives
- 10.7.3. Company snapshot
- 10.7.4. Operating business segments
- 10.7.5. Product portfolio
- 10.7.6. Business performance
- 10.7.7. Key strategic moves and developments

### 10.8.MONDELEZ INTERNATIONAL INC

- 10.8.1.Company overview
- 10.8.2. Key Executives
- 10.8.3. Company snapshot
- 10.8.4. Operating business segments
- 10.8.5. Product portfolio
- 10.8.6.R&D Expenditure
- 10.8.7. Business performance



- 10.8.8.Key strategic moves and developments
- 10.9.NESTLE S.A.
  - 10.9.1.Company overview
  - 10.9.2.Key Executives
  - 10.9.3.Company snapshot
  - 10.9.4. Product portfolio
  - 10.9.5. Business performance
  - 10.9.6. Key strategic moves and developments
- 10.10.THE KRAFT HEINZ COMPANY
  - 10.10.1.Company overview
  - 10.10.2.Key Executives
  - 10.10.3.Company snapshot
  - 10.10.4. Product portfolio
  - 10.10.5.R&D Expenditure
  - 10.10.6. Business performance
  - 10.10.7. Key strategic moves and developments



# **List Of Tables**

#### LIST OF TABLES

TABLE 01.GLOBAL LOW CALORIE SNACKS MARKET REVENUE, BY TYPE, 2021–2030 (\$MILLION)

TABLE 02.LOW CALORIE SNACKS MARKET REVENUE FOR SWEET SNACKS, BY REGION, 2021–2030 (\$MILLION)

TABLE 03.LOW CALORIE SNACKS MARKET FOR SAVORY SNACKS, BY REGION 2020–2030 (\$MILLION)

TABLE 04.LOW CALORIE SNACKS MARKET REVENUE FOR OTHERS, BY REGION 2020–2030 (\$MILLION)

TABLE 05.GLOBAL LOW CALORIE SNACKS MARKET REVENUE, BY NATURE, 2021–2030(\$MILLION)

TABLE 06.LOW CALORIE SNACKS MARKET REVENUE FOR ORGANIC, BY REGION, 2020–2030 (\$MILLION)

TABLE 07.LOW CALORIE SNACKS MARKET REVENUE FOR CONVENTIONAL, BY REGION, 2020–2030 (\$MILLION)

TABLE 08.GLOBAL LOW CALORIE SNACKS MARKET REVENUE, BY PACKAGING, 2021–2030(\$MILLION)

TABLE 09.LOW CALORIE SNACKS MARKET REVENUE POUCHES, BY REGION, 2020–2030 (\$MILLION)

TABLE 10.LOW CALORIE SNACKS MARKET REVENUE FOR CANS, BY REGION, 2020–2030 (\$MILLION)

TABLE 11.LOW CALORIE SNACKS MARKET REVENUE JARS, BY REGION, 2020–2030 (\$MILLION)

TABLE 12.LOW CALORIE SNACKS MARKET REVENUE FOR OTHERS, BY REGION, 2020–2030 (\$MILLION )

TABLE 13.GLOBAL LOW CALORIE SNACKS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2021–2030(\$MILLION)

TABLE 14.LOW CALORIE SNACKS MARKET REVENUE FOR B2B, BY REGION, 2020–2030 (\$MILLION)

TABLE 15.LOW CALORIE SNACKS MARKET REVENUE FOR B2C, BY REGION, 2020–2030 (\$MILLION)

TABLE 16.LOW CALORIE SNACKS MARKET, BY REGION, 2020–2030 (\$MILLION) TABLE 17.NORTH AMERICA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 18.NORTH AMERICA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)



TABLE 19.NORTH AMERICA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 20.NORTH AMERICA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 21.NORTH AMERICA LOW CALORIE SNACKS MARKET, BY COUNTRY, 2020–2030 (\$MILLION)

TABLE 22.U.S. LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION) TABLE 23.U.S. LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 24.U.S LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 25.U.S. LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 26.CANADA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 27.CANADA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 28.CANADA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 29.CANADA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 30.MEXICO LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 31.MEXICO LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 32.MEXICO LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 33.MEXICO LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 34.EUROPE LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 35.EUROPE LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 36.EUROPE LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 37.EUROPE LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 38.EUROPE LOW CALORIE SNACKS MARKET, BY COUNTRY, 2020–2030 (\$MILLION)



TABLE 39.GERMANY LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 40.GERMANY. LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 41.GERMANY LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 42.GERMANY LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 43.FRANCE LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 44.FRANCE LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 45.FRANCE LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 46.FRANCE LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 47.UK LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION) TABLE 48.UK LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 49.LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 50.UK LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 51.SPAIN LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 52.SPAIN LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 53.SPAIN LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 54.SPAIN LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 55.ITALY LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 56.ITALY LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 57.ITALY LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 58.ITALY LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)



TABLE 59.RUSSIA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 60.RUSSIA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 61.RUSSIA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 62.RUSSIA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 63.REST OF EUROPE LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 64.REST OF EUROPE LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 65.REST OF EUROPE LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 66.REST OF EUROPE LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 67.ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 68.ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 69.ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 70.ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 71.ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY COUNTRY, 2020–2030 (\$MILLION)

TABLE 72.CHINA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 73.CHINA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 74.CHINA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 75.CHINA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 76.JAPAN LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 77.JAPAN LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 78. JAPAN LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE,



2020-2030 (\$MILLION)

TABLE 79.JAPAN LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 80.INDIA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 81.INDIA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 82.INDIA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 83.INDIA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 84.AUSTRALIA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 85.AUSTRALIA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 86.AUSTRALIA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 87.AUSTRALIA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 88.SOUTH KOREA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 89.SOUTH KOREA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 90.SOUTH KOREA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 91.SOUTH KOREA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 92.INDONESIA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 93.INDONESIA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 94.INDONESIA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 95.INDONESIA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 96.SRILANKA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 97.SRILANKA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)



TABLE 98.SRILANKA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 99.SRILANKA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 100.REST OF ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 101.REST OF ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 102.REST OF ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 103.REST OF ASIA-PACIFIC LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 104.LAMEA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 105.LAMEA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 106.LAMEA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 107.LAMEA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 108.LAMEA LOW CALORIE SNACKS MARKET, BY COUNTRY, 2020–2030 (\$MILLION)

TABLE 109.BRAZIL LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 110.BRAZIL LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 111.BRAZIL LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 112.BRAZIL LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 113.ARGENTINA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 114.ARGENTINA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 115.ARGENTINA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 116.ARGENTINA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 117.UNITED EMIRATES ARAB LOW CALORIE SNACKS MARKET, BY TYPE,



2020-2030 (\$MILLION)

TABLE 118.UNITED EMIRATES ARAB LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 119.UNITED EMIRATES ARAB LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 120.UNITED EMIRATES ARAB LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 121.NIGERIA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 122.NIGERIA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 123.NIGERIA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 124.NIGERIA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 125.TURKEY LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 126.TURKEY LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 127.TURKEY LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 128.TURKEY LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 129.SOUTH AFRCA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 130.SOUTH AFRCA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 131.SOUTH AFRCA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 132.SOUTH AFRCA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)

TABLE 133.REST OF LAMEA LOW CALORIE SNACKS MARKET, BY TYPE, 2020–2030 (\$MILLION)

TABLE 134.REST OF LAMEA LOW CALORIE SNACKS MARKET, BY NATURE, 2020–2030 (\$MILLION)

TABLE 135.REST OF LAMEA LOW CALORIE SNACKS MARKET, BY PACKAGING TYPE, 2020–2030 (\$MILLION)

TABLE 136.REST OF LAMEA LOW CALORIE SNACKS MARKET, BY DISTRIBUTION CHANNEL, 2020–2030 (\$MILLION)



TABLE 137.ARCHER-DANIELS-MIDLAND COMPANY: KEY EXECUTIVES

TABLE 138.ARCHER-DANIELS-MIDLAND COMPANY: COMPANY SNAPSHOT

TABLE 139.ARCHER-DANIELS-MIDLAND COMPANY: OPERATING SEGMENTS

TABLE 140.ARCHER-DANIELS-MIDLAND COMPANY: PRODUCT PORTFOLIO

TABLE 141.ARCHER-DANIELS-MIDLAND COMPANY: NET SALES, 2017–2019

(\$MILLION)

TABLE 142.CARGILL, INCORPORATED: KEY EXECUTIVES

TABLE 143.CARGILL, INCORPORATED: COMPANY SNAPSHOT

TABLE 144.CARGILL, INCORPORATED: OPERATING SEGMENTS

TABLE 145.CARGILL, INCORPORATED: PRODUCT PORTFOLIO

TABLE 146.CARGILL, INCORPORATED: NET SALES, 2017-2019 (\$MILLION)

TABLE 147.CONAGRA BRANDS, INC.: KEY EXECUTIVES

TABLE 148.CONAGRA BRANDS, INC.: COMPANY SNAPSHOT

TABLE 149.CONAGRA BRANDS, INC.: OPERATING SEGMENTS

TABLE 150.CONAGRA BRANDS, INC.: PRODUCT PORTFOLIO

TABLE 151.CONAGRA BRANDS, INC.: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 152.CONAGRA BRANDS, INC.: NET SALES, 2016–2018 (\$MILLION)

TABLE 153.DANONE: KEY EXECUTIVES

TABLE 154.DANONE: COMPANY SNAPSHOT

TABLE 155.DANONE: PRODUCT PORTFOLIO

TABLE 156.GENERAL MILLS, INC.: KEY EXECUTIVES

TABLE 157.GENERAL MILLS, INC.: COMPANY SNAPSHOT

TABLE 158.GENERAL MILLS, INC.: OPERATING SEGMENTS

TABLE 159.GENERAL MILLS, INC.: PRODUCT PORTFOLIO

TABLE 160.GENERAL MILLS, INC.: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 161.GENERAL MILLS, INC.: NET SALES, 2017–2019 (\$MILLION)

TABLE 162.HAIN CELESTIAL: KEY EXECUTIVES

TABLE 163.HAIN CELESTIAL: COMPANY SNAPSHOT

TABLE 164.HAIN CELESTIAL.: OPERATING SEGMENTS

TABLE 165.HAIN CELESTIAL: PRODUCT PORTFOLIO

TABLE 166.HAIN CELESTIAL: NET SALES, 2017–2019 (\$MILLION)

TABLE 167.INGREDION INCORPORATED: KEY EXECUTIVES

TABLE 168.INGREDION INCORPORATED: COMPANY SNAPSHOT

TABLE 169.INGREDION INCORPORATED: OPERATING SEGMENTS

TABLE 170.INGREDION INCORPORATED: PRODUCT PORTFOLIO

TABLE 17



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