

Global Pretzel Market Size study, by Content (Salted Pretzels and Unsalted Pretzels) by Type (Hard and Soft) by Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Specialist Retailers, Online Retailer, and Others) and Regional Forecasts 2022-2028

<https://marketpublishers.com/r/GA83A02B71C5EN.html>

Date: April 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GA83A02B71C5EN

Abstracts

Global Pretzel Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than 2.7% over the forecast period 2022-2028. Pretzel is a baked bread, dough-based food product that is generally crisp, twisted knot shaped and brittle in nature. The increasing product developments by the key market players are driving the market growth. For instance, in 2021, Pretzel, inc. a United States based company expanded its Pretzels product line by adding Almond Butter Filled Pretzels which meets the consumer demand for delightful, satiating, and healthful Pretzel-based snacks. Also, the rising penetration of e-commerce platforms are likely to increase the sales and consumption of pretzels during the forecast period. However, high competition by the other snack foods impedes the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Pretzel market study includes Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is a significant region across the world in terms of market share owing to the growing demand for Pretzels and rising awareness about health benefits related to Pretzels. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as rising disposable income, westernization, rising urbanization and expansion of food industry in the region would create lucrative growth prospects for the Pretzel market across Asia-Pacific region.

Major market player included in this report are:

Auntie Anne's
Boulder Brands
Conagra
Frito-Lay
Herr Foods
J & J Snacks
Mars
Mr. Pretzel
Pretzels Inc.
Snyder's-Lance

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Content:

Salted Pretzels
Unsalted Pretzels

By Type:

Hard
Soft

By Distribution Channel:

Supermarkets & Hypermarkets
Convenience Stores
Specialist Retailers
Online Retailer
Others

By Region:

North America
U.S.
Canada
Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Pretzel Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
 - 1.2.1. Pretzel Market, by Region, 2020-2028 (USD Billion)
 - 1.2.2. Pretzel Market, by Content, 2020-2028 (USD Billion)
 - 1.2.3. Pretzel Market, by Type, 2020-2028 (USD Billion)
 - 1.2.4. Pretzel Market, by Distribution Channel, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL PRETZEL MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL PRETZEL MARKET DYNAMICS

- 3.1. Pretzel Market Impact Analysis (2019-2028)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Increasing product developments by the key market player
 - 3.1.1.2. Expanding food industry
 - 3.1.2. Market Challenges
 - 3.1.2.1. High competition from other snack foods
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Rising e-commerce penetration

CHAPTER 4. GLOBAL PRETZEL MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2019-2028)
- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

CHAPTER 6. GLOBAL PRETZEL MARKET, BY CONTENT

- 6.1. Market Snapshot
- 6.2. Global Pretzel Market by Content, Performance - Potential Analysis
- 6.3. Global Pretzel Market Estimates & Forecasts by Content 2019-2028 (USD Billion)
- 6.4. Pretzel Market, Sub Segment Analysis
 - 6.4.1. Salted Pretzels
 - 6.4.2. Unsalted Pretzels

CHAPTER 7. GLOBAL PRETZEL MARKET, BY TYPE

- 7.1. Market Snapshot
- 7.2. Global Pretzel Market by Type, Performance - Potential Analysis
- 7.3. Global Pretzel Market Estimates & Forecasts by Type 2019-2028 (USD Billion)
- 7.4. Pretzel Market, Sub Segment Analysis
 - 7.4.1. Hard
 - 7.4.2. Soft

CHAPTER 8. GLOBAL PRETZEL MARKET, BY DISTRIBUTION CHANNEL

- 8.1. Market Snapshot
- 8.2. Global Pretzel Market by Distribution Channel, Performance - Potential Analysis
- 8.3. Global Pretzel Market Estimates & Forecasts by Distribution Channel 2019-2028 (USD Billion)
- 8.4. Pretzel Market, Sub Segment Analysis
 - 8.4.1. Supermarkets & Hypermarkets
 - 8.4.2. Convenience Stores
 - 8.4.3. Specialist Retailers
 - 8.4.4. Online Retailer
 - 8.4.5. Others

CHAPTER 9. GLOBAL PRETZEL MARKET, REGIONAL ANALYSIS

- 9.1. Pretzel Market, Regional Market Snapshot
- 9.2. North America Pretzel Market
 - 9.2.1. U.S. Pretzel Market
 - 9.2.1.1. Content breakdown estimates & forecasts, 2019-2028
 - 9.2.1.2. Type breakdown estimates & forecasts, 2019-2028
 - 9.2.1.3. Distribution Channel breakdown estimates & forecasts, 2019-2028
 - 9.2.2. Canada Pretzel Market
- 9.3. Europe Pretzel Market Snapshot
 - 9.3.1. U.K. Pretzel Market
 - 9.3.2. Germany Pretzel Market
 - 9.3.3. France Pretzel Market
 - 9.3.4. Spain Pretzel Market
 - 9.3.5. Italy Pretzel Market
 - 9.3.6. Rest of Europe Pretzel Market
- 9.4. Asia-Pacific Pretzel Market Snapshot
 - 9.4.1. China Pretzel Market
 - 9.4.2. India Pretzel Market
 - 9.4.3. Japan Pretzel Market
 - 9.4.4. Australia Pretzel Market
 - 9.4.5. South Korea Pretzel Market
 - 9.4.6. Rest of Asia Pacific Pretzel Market
- 9.5. Latin America Pretzel Market Snapshot
 - 9.5.1. Brazil Pretzel Market
 - 9.5.2. Mexico Pretzel Market
- 9.6. Rest of The World Pretzel Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Top Market Strategies
- 10.2. Company Profiles
 - 10.2.1. Auntie Anne's
 - 10.2.1.1. Key Information
 - 10.2.1.2. Overview
 - 10.2.1.3. Financial (Subject to Data Availability)
 - 10.2.1.4. Product Summary
 - 10.2.1.5. Recent Developments
 - 10.2.2. Boulder Brands
 - 10.2.3. Conagra
 - 10.2.4. Frito-Lay
 - 10.2.5. Herr Foods
 - 10.2.6. J & J Snacks
 - 10.2.7. Mars
 - 10.2.8. Mr. Pretzel
 - 10.2.9. Pretzels Inc.
 - 10.2.10. Snyder's-Lance

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes
- 11.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Pretzel market, report scope

TABLE 2. Global Pretzel market estimates & forecasts by Region 2019-2028 (USD Billion)

TABLE 3. Global Pretzel market estimates & forecasts by Content 2019-2028 (USD Billion)

TABLE 4. Global Pretzel market estimates & forecasts by Type 2019-2028 (USD Billion)

TABLE 5. Global Pretzel market estimates & forecasts by Distribution Channel 2019-2028 (USD Billion)

TABLE 6. Global Pretzel market by segment, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 7. Global Pretzel market by region, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 8. Global Pretzel market by segment, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 9. Global Pretzel market by region, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 10. Global Pretzel market by segment, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 11. Global Pretzel market by region, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 12. Global Pretzel market by segment, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 13. Global Pretzel market by region, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 14. Global Pretzel market by segment, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 15. Global Pretzel market by region, estimates & forecasts, 2019-2028 (USD Billion)

TABLE 16. U.S. Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 17. U.S. Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 18. U.S. Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 19. Canada Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 20. Canada Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

Billion)

TABLE 21. Canada Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 22. UK Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 23. UK Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 24. UK Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 25. Germany Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 26. Germany Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 27. Germany Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 28. RoE Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 29. RoE Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 30. RoE Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 31. China Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 32. China Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 33. China Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 34. India Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 35. India Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 36. India Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 37. Japan Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 38. Japan Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 39. Japan Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 40. RoAPAC Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 41. RoAPAC Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 42. RoAPAC Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 43. Brazil Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 44. Brazil Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 45. Brazil Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 46. Mexico Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 47. Mexico Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 48. Mexico Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 49. RoLA Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 50. RoLA Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 51. RoLA Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 52. Row Pretzel market estimates & forecasts, 2019-2028 (USD Billion)

TABLE 53. Row Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 54. Row Pretzel market estimates & forecasts by segment 2019-2028 (USD Billion)

TABLE 55. List of secondary sources, used in the study of global Pretzel market

TABLE 56. List of primary sources, used in the study of global Pretzel market

TABLE 57. Years considered for the study

TABLE 58. Exchange rates considered

List Of Figures

LIST OF FIGURES

- FIG 1. Global Pretzel market, research methodology
- FIG 2. Global Pretzel market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Pretzel market, key trends 2021
- FIG 5. Global Pretzel market, growth prospects 2022-2028
- FIG 6. Global Pretzel market, porters 5 force model
- FIG 7. Global Pretzel market, pest analysis
- FIG 8. Global Pretzel market, value chain analysis
- FIG 9. Global Pretzel market by segment, 2019 & 2028 (USD Billion)
- FIG 10. Global Pretzel market by segment, 2019 & 2028 (USD Billion)
- FIG 11. Global Pretzel market by segment, 2019 & 2028 (USD Billion)
- FIG 12. Global Pretzel market by segment, 2019 & 2028 (USD Billion)
- FIG 13. Global Pretzel market by segment, 2019 & 2028 (USD Billion)
- FIG 14. Global Pretzel market, regional snapshot 2019 & 2028
- FIG 15. North America Pretzel market 2019 & 2028 (USD Billion)
- FIG 16. Europe Pretzel market 2019 & 2028 (USD Billion)
- FIG 17. Asia pacific Pretzel market 2019 & 2028 (USD Billion)
- FIG 18. Latin America Pretzel market 2019 & 2028 (USD Billion)
- FIG 19. Global Pretzel market, company market share analysis (2021)

I would like to order

Product name: Global Pretzel Market Size study, by Content (Salted Pretzels and Unsalted Pretzels) by Type (Hard and Soft) by Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Specialist Retailers, Online Retailer, and Others) and Regional Forecasts 2022-2028

Product link: <https://marketpublishers.com/r/GA83A02B71C5EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GA83A02B71C5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970