

# The US Snacking Market with Focus on Healthy Snacks: Size, Trends & Forecasts (2021-2025 Edition)

<https://marketpublishers.com/r/U71ADE0CB9E2EN.html>

Date: April 2021

Pages: 103

Price: US\$ 950.00 (Single User License)

ID: U71ADE0CB9E2EN

## Abstracts

### Scope of the Report

The report entitled “The US Snacking Market with Focus on Healthy Snacks: Size, Trends & Forecasts (2021-2025 Edition)”, provides in-depth analysis of the US snacking market, with detailed analysis of market size and growth. The report provides analysis of the US snacking market by value, by volume, by segment, by type and by distribution channel. The report further provides detailed segment analysis of US healthy snack market by value.

Furthermore, the report also assesses the key opportunities in the market and outlines the factors that will be driving the growth of the industry. Growth of the US snacking market has also been forecasted for the years 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The US snacking market is dominated by few players like Nestle SA, PepsiCo, Inc., General Mills Inc., and Kellogg's, who are also profiled with their financial information and respective business strategies.

### Company Coverage

Nestle SA

PepsiCo Inc.

General Mills Inc.

## Kellogg's

### Executive Summary

Snacking includes the manageable, convenient and small packaged food products that can be solid or liquid, hot or cold and require very less or no additional processing of food and can be directly consumed by the person to satisfy the instant craving for food. The market is bifurcated in different segments which includes, chips (potato chips/snacks), healthy snacks, convenience snacks and other snack foods.

The US snacking market has shown progressive growth during the previous years and estimations are made that the market would further propel during the forecasted period i.e., 2021 to 2025. The US snacking market is predicted to augment due to escalating disposable income, rising youth population, growth in fast food demand, increasing urban population, escalating middle class spending, swelling functional food demand, bulging employed population etc.

On the other hand, the growth of The US snacking market would be negatively impacted by numerous challenges. Some of the major challenges faced by the market are, fluctuation in raw material prices, unanticipated business disruption and stringent regulations. Growth in e-commerce food product sale, surging organic snack demand and evolution of personalized and customized snacks are some of the latest trends in the market that would support the growth of the market in the forecasted period.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

- 2.1 Snacks: An Overview
- 2.2 Snacking: An Overview
- 2.3 History of American Snack Foods: An Overview
- 2.4 The US Snacking Segmentation: An Overview
- 2.5 Manufacturing Process of Snacks

### 3. THE US MARKET ANALYSIS

- 3.1 The US Snacking Market: An Analysis
  - 3.1.1 The US Snacking Market by Value
  - 3.1.2 The US Snacking Market by Volume
  - 3.1.3 The US Snacking Market Value by Segment (Potato Chips/Snacks, Convenience Snacks, Healthy Snacks and Other Snack Food)
  - 3.1.4 The US Snacking Market Value by Type (Non-Extruded Snacks and Extruded Snacks)
  - 3.1.5 The US Snacking Market Value by Distribution Channel (Offline and Online)
  - 3.1.6 The US Snacking Market Volume by Segment (Healthy Snacks, Potato Chips/Snacks and Convenience Snacks)
- 3.2 The US Snacking Market: Segment Analysis
  - 3.2.1 The US Potato Chips/Snacks Market by Value
  - 3.2.2 The US Convenience Snacks Market by Value
  - 3.2.3 The US Other Snacks Market by Value
- 3.3 The US Snacking Market: Type Analysis
  - 3.3.1 The US Non-Extruded Snacks Market by Value
  - 3.3.2 The US Extruded Snacks Market by Value
- 3.4 The US Snacking Market: Distribution Channel Analysis
  - 3.4.1 The US Online Snacking Market by Value
  - 3.4.2 The US Offline Snacking Market by Value
- 3.5 The US Snacking Market Volume: Segment Analysis
  - 3.5.1 The US Potato Chips/Snacks Market by Volume
  - 3.5.2 The US Convenience Snacks Market by Volume
  - 3.5.3 The US Convenience Snacks Market by Average Volume Per Capita
- 3.6 The US Healthy Snacks Market: An Analysis

- 3.6.1 The US Healthy Snacks Market by Value
- 3.6.2 The US Healthy Snacks Market by Segments
- 3.6.3 The US Healthy Snacks Market by Distribution Channels
- 3.7 The US Healthy Snacking Market Volume: Segment Analysis
  - 3.7.1 The US Healthy Snacks Market by Volume
  - 3.7.2 The US Healthy Snacks Market by Average Volume Per Capita
- 3.8 The US Healthy Snacks Market: Segment Analysis
  - 3.8.1 The US Cereal & Granola Bars Market by Value
  - 3.8.2 The US Nuts & Seeds Snacks Market by Value
  - 3.8.3 The US Meat Snacks Market by Value
  - 3.8.4 The US Dried Fruit Snacks Market by Value
  - 3.8.5 The US Trail Mix Snacks Market by Value
- 3.9 The US Healthy Snacks Market: Distribution Channel
  - 3.9.1 The US Online Healthy Snacks Market by Value
  - 3.9.2 The US Offline Healthy Snacks Market by Value

## **4. MARKET DYNAMICS**

- 4.1 Growth Drivers
  - 4.1.1 Escalating Disposable Income
  - 4.1.2 Rising Youth Population
  - 4.1.3 Growth in Fast Food Demand
  - 4.1.4 Increasing Urban Population
  - 4.1.5 Escalating Middle Class Spending
  - 4.1.6 Swelling Functional Food Demand
  - 4.1.7 Bulging Employed Population
- 4.2 Challenges
  - 4.2.1 Fluctuation in Raw Material Prices
  - 4.2.2 Unanticipated Business Disruption
  - 4.2.3 Stringent Regulations
- 4.3 Market Trends
  - 4.3.1 Growth in E-Commerce Food Products Sale
  - 4.3.2 Surging Organic Snack Demand
  - 4.3.3 Evolution of Personalized and Customized Snacks

## **5. COMPETITIVE LANDSCAPE**

- 5.1 The US Snacking Market Players: A Financial Comparison
- 5.2 The US Snacking Market Players' by Research & Development Expenditure

## **6. COMPANY PROFILES**

### 6.1 General Mills, Inc.

6.1.1 Business Overview

6.1.2 Financial Overview

6.1.3 Business Strategy

### 6.2 Kellogg's

6.2.1 Business Overview

6.2.2 Financial Overview

6.2.3 Business Strategy

### 6.3 Nestle SA

6.3.1 Business Overview

6.3.2 Financial Overview

6.3.3 Business Strategy

### 6.4 PepsiCo, Inc.

6.4.1 Business Overview

6.4.2 Financial Overview

6.4.3 Business Strategy

## List Of Figures

### LIST OF FIGURES

Figure 1: Varieties of Snacks

Figure 2: Snack Food Categories with Products Examples

Figure 3: History of American Snack Foods

Figure 4: The US Snacking Segmentation

Figure 5: Manufacturing Process of Snacks

Figure 6: The US Snacking Market by Value; 2016-2020 (US\$ Billion)

Figure 7: The US Snacking Market by Value; 2021-2025 (US\$ Billion)

Figure 8: The US Snacking Market by Volume; 2016-2020 (Million Kilograms)

Figure 9: The US Snacking Market by Volume; 2021-2025 (Million Kilograms)

Figure 10: The US Snacking Market Value by Segment; 2020 (Percentage, %)

Figure 11: The US Snacking Market Value by Type; 2020 (Percentage, %)

Figure 12: The US Snacking Market Value by Distribution Channel; 2020 (Percentage, %)

Figure 13: The US Snacking Market Volume by Segment; 2020 (Percentage, %)

Figure 14: The US Potato Chips/Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 15: The US Potato Chips/Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 16: The US Convenience Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 17: The US Convenience Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 18: The US Other Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 19: The US Other Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 20: The US Non-Extruded Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 21: The US Non-Extruded Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 22: The US Extruded Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 23: The US Extruded Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 24: The US Online Snacking Market by Value; 2016-2020 (US\$ Billion)

Figure 25: The US Offline Snacking Market by Value; 2021-2025 (US\$ Billion)

Figure 26: The US Potato Chips/Snacks Market by Volume; 2016-2020 (Million Kilograms)

Figure 27: The US Potato Chips/Snacks Market by Volume; 2021-2025 (Million Kilograms)

Figure 28: The US Convenience Snacks Market by Volume; 2016-2020 (Million Kilograms)

Figure 29: The US Convenience Snacks Market by Volume; 2021-2025 (Million Kilograms)

Figure 30: The US Convenience Snacks Market by Average Volume Per Capita;

2016-2020 (Kilograms)

Figure 31: The US Convenience Snacks Market by Average Volume Per Capita; 2021-2025 (Kilograms)

Figure 32: The US Healthy Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 33: The US Healthy Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 34: The US Healthy Snacks Market by Segments; 2020 (Percentage, %)

Figure 35: The US Healthy Snacks Market by Distribution Channels; 2020 (Percentage, %)

Figure 36: The US Healthy Snacks Market by Volume; 2016-2020 (Million Kilograms)

Figure 37: The US Healthy Snacks Market by Volume; 2021-2025 (Million Kilograms)

Figure 38: The US Healthy Snacks Market by Average Volume Per Capita; 2016-2020 (Kilograms)

Figure 39: The US Healthy Snacks Market by Average Volume Per Capita; 2021-2025 (Kilograms)

Figure 40: The US Cereal & Granola Bars Market by Value; 2016-2020 (US\$ Billion)

Figure 41: The US Cereal & Granola Bars Market by Value; 2021-2025 (US\$ Billion)

Figure 42: The US Nuts & Seeds Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 43: The US Nuts & Seeds Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 44: The US Meat Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 45: The US Meat Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 46: The US Dried Fruit Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 47: The US Dried Fruit Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 48: The US Trail Mix Snacks Market by Value; 2016-2020 (US\$ Billion)

Figure 49: The US Trail Mix Snacks Market by Value; 2021-2025 (US\$ Billion)

Figure 50: The US Online Healthy Snacks Market by Value; 2019-2025 (US\$ Billion)

Figure 51: The US Offline Healthy Snacks Market by Value; 2019-2025 (US\$ Billion)

Figure 52: The US Disposable Personal Income; 2014-2019 (US\$ Trillion)

Figure 53: The US Youth Population; 2015-2035 (Million)

Figure 54: The US Fast Food Market; 2018-2023 (US\$ Billion)

Figure 55: The US Urban Population; 2016-2020 (Million)

Figure 56: Global Middle Class Spending; 2017-2030 (US\$ Trillion)

Figure 57: The US Functional Food Market; 2018-2023 (US\$ Billion)

Figure 58: The US Labor Force; 2013-2018 (Million)

Figure 59: The US Food and Beverages E-Commerce Sales; 2021-2025 (US\$ Billion)

Figure 60: Global Organic Snacks Market; 2018-2023 (US\$ Billion)

Figure 61: The US Snacking Market Player by Research & Development Expenditure; 2018 (US\$ Million)

Figure 62: General Mills, Inc. Net Sales; 2016-2020 (US\$ Billion)

Figure 63: General Mills, Inc. Net Sales by Segment; 2020 (Percentage, %)



Figure 64: General Mills, Inc. Net Sales by Region; 2020 (Percentage, %)

Figure 65: Kellogg's Net Sales; 2016-2020 (US\$ Billion)

Figure 66: Kellogg's Net Sales by Segment; 2020 (Percentage, %)

Figure 67: Kellogg's Net Sales by Region; 2020 (Percentage, %)

Figure 68: Nestle SA Sales; 2016-2020 (US\$ Billion)

Figure 69: Nestle SA Sales by Segment; 2020 (Percentage, %)

Figure 70: Nestle SA Sales by Region; 2020 (Percentage, %)

Figure 71: PepsiCo, Inc. Net Revenue; 2016-2020 (US\$ Billion)

Figure 72: PepsiCo, Inc. Net Revenue by Segment; 2020 (Percentage, %)

Table 1: The US Snacking Market Players: A Financial Comparison; 2020



## I would like to order

Product name: The US Snacking Market with Focus on Healthy Snacks: Size, Trends & Forecasts (2021-2025 Edition)

Product link: <https://marketpublishers.com/r/U71ADE0CB9E2EN.html>

Price: US\$ 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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/U71ADE0CB9E2EN.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

