

Revisiting the Fundamentals of Snackification

<https://marketpublishers.com/r/RBA6764386DBEN.html>

Date: September 2023

Pages: 26

Price: US\$ 1,325.00 (Single User License)

ID: RBA6764386DBEN

Abstracts

Eating occasions and snacking patterns have been altered. With rising concern for health, consumers are seeking out nutritionally qualified snacks with more attention to what is considered “good for me”. In addition, out-of-home occasions are reemerging; however, high prices are forcing consumers to scrutinise value propositions. Product offerings must be re-evaluated to assure fit for modern occasions and brands must deliver on shifting expectations in value, health and mobility.

Euromonitor International’s Revisiting the Fundamentals of Snackification global briefing provides a comprehensive overview of the Snacks market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand informs forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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