

# Where Consumers Shop for Snacks

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## Abstracts

The global snacks markets grew in 2023, despite negative external factors, such as high inflation, the impact of the war in Ukraine on supply chains, climate change and currency devaluations. Supermarkets and small local grocers lead store-based retail in snacks. E-commerce snack sales have maintained momentum following the channel's rapidly increased adoption during the COVID-19 pandemic, particularly in savoury snacks and confectionery.

Euromonitor International's Where Consumers Shop for Snacks 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.

## Contents

Introduction  
Industry snapshot  
Channel shifts  
Retail offline  
Non-store channels  
Retail e-commerce  
Future developments

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