

# Global Savory Snacks Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Savory Snacks market size was valued at USD 132240 million in 2023 and is forecast to a readjusted size of USD 187440 million by 2030 with a CAGR of 5.1% during review period.

Savory snacks come under the snack foods category, which have a salty taste and are different from sweet snacks.

During 2017, the potato chips segment accounted for the largest share of the savory snacks market and will continue to dominate the market over the coming years. The increasing consumption of potato chips in developed regions like North America and Europe is one of the major factors driving this segment's growth. Also, the change in consumer preferences has led to the introduction of several new flavors of potato chips, which will also contribute to this segment's growth.

The Global Info Research report includes an overview of the development of the Savory Snacks industry chain, the market status of Supermarkets and Hypermarkets (Potato Chips, Extruded Snacks), Independent Retailers (Potato Chips, Extruded Snacks), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Savory Snacks.

Regionally, the report analyzes the Savory Snacks markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Savory Snacks market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Savory Snacks market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Savory Snacks industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Potato Chips, Extruded Snacks).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Savory Snacks market.

**Regional Analysis:** The report involves examining the Savory Snacks market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Savory Snacks market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Savory Snacks:

**Company Analysis:** Report covers individual Savory Snacks manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Savory Snacks This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Supermarkets and Hypermarkets, Independent Retailers).

**Technology Analysis:** Report covers specific technologies relevant to Savory Snacks. It

assesses the current state, advancements, and potential future developments in Savory Snacks areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Savory Snacks market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

### Market Segmentation

Savory Snacks market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

#### Market segment by Type

Potato Chips

Extruded Snacks

Nuts and Seeds

Ethnic/Traditional Snacks

Popcorn

Meat Snacks

Other

#### Market segment by Application

Supermarkets and Hypermarkets

Independent Retailers

Convenience Stores

Specialist Retailers

Online Retailers

#### Major players covered

Kellogg

Calbee

General Mills

PepsiCo

Kraft Heinz

ConAgra Foods

Diamond Foods

Mars

Intersnack Group GmbH

Lorenz Bahlsen

Orkla ASA

Lamb Weston

McCain Foods

Aviko

Intersnack Group

Hain Celestial Group

Herr Foods

Want Want Holdings

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Savory Snacks product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Savory Snacks, with price, sales, revenue and global market share of Savory Snacks from 2019 to 2024.

Chapter 3, the Savory Snacks competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Savory Snacks breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Savory Snacks market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Savory Snacks.

Chapter 14 and 15, to describe Savory Snacks sales channel, distributors, customers, research findings and conclusion.

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