

Low Sugar Fruit Snacks Market Size, Share & Trends Analysis Report By Product (Fruit Bars, Dried Tropical Fruit), By Distribution Channel (Hypermarket & Supermarket, Online Retailers), By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Low Sugar Fruit Snacks Market Growth & Trends

The global low sugar fruit snacks market size is expected to reach USD 4.0 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 9.7% from 2021 to 2028. Growing demand for better-for-you foods among health-conscious consumers has been driving the market. Consumers have been opting for healthy treats between meals, which sometimes replace meals entirely.

The fruit bars product segment held the largest market share in 2020 and is expected to maintain its lead over the forecast period. Growing consumption of premium products that are healthy and contain less fat is driving the market. In addition, the number of consumers suffering from lactose intolerance is significantly increasing, which, in turn, drives the demand for lactose-free food.

The hypermarket and supermarket distribution channel segment held the largest market share in 2020 and is expected to maintain its lead over the forecast period. The high-profit margin from these products has been attracting retailers to incorporate them into their product lines. Moreover, it offers significant advantages to consumers, such as freedom of lower prices and high visibility of the international brands.

North America held the largest revenue share in 2020. The growing trend of healthy snacking is driving the demand for low sugar fruit snacks among the young consumers and children in the region. After the outbreak of COVID-19, the consumers are gradually shifting toward healthy snacks at home and the workplace. The market is fragmented with the presence of a large number of global and regional players.

Low Sugar Fruit Snacks Market Report Highlights

The fruit bars product segment accounted for the largest revenue share in 2020. Growing demand for lactose-free food items and the availability of exotic flavorings and coatings are expected to drive the segment

In terms of distribution channel, the hypermarket and supermarket segment dominated the market in 2020 due to the freedom of selection and lower prices

North America held the largest revenue share in 2020 due to the evolving millennial consumer preferences for fruits and derived snacks

Product innovation and new launches emerged as the key strategies deployed by the majority of market players to stay abreast of the competition

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