

Organic Snacks Market Size, Share & Trends Analysis Report By Product (Grain, Nut-based, Meat, Bars, Frozen, Vegetable & Fruit, Bakery), By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Organic Snacks Market Growth & Trends

The global organic snacks market size is expected to reach USD 19.29 billion by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 13.1% from 2020 to 2027. With the growing number of health-conscious consumers, the consumption of organic foods has been rising over the world. These products do not use harmful synthetic fertilizers, which are used for conventional food production. Consumers across the world have been opting for foods, which are manufactured with natural and healthy ingredients free from genetically modified organisms (GMOs).

Snack bars held the largest share of more than 15.0% in 2019. Increasing demand for go-to healthy small serving food has boosted sales of these products. These have become a convenient source of nutrition and sometimes replacement of heavy meal for the millennial and young population owing to their busy schedule.

In terms of distribution channels, supermarkets and hypermarkets are expected to dominate the industry throughout the forecast period. Availability of a wide range of products and shopping experience of these retail stores have been attracting consumers over the world. Walmart, Kroger, and Whole Foods are some of the prominent supermarkets operating across the globe.

The industry is characterized by high competition due to the presence of a large number of leading and medium-sized firms across the globe. Companies have been expanding their product portfolio in order to increase their consumer base. For instance, in February 2019, Kashi Company, a U.S.-based organic food company, added chocolate and mixed berry superfood bites to its Kashi by Kids product line. These products are available at nationwide retailers and grocers, including Walmart, Amazon, Whole Foods, and Kroger.

Organic Snacks Market Report Highlights

By distribution channel, online retailers are expected to witness the fastest growth during forecast years with a CAGR of 14.9% from 2020 to 2027. The convenience of shopping has been fueling the growth of this distribution channel

North America dominated the market by accounting for over 40.0% share of the global revenue in 2019. Strong health awareness among the consumers of the U.S. and Canada has been boosting the product demand in the region

Based on the product, snack bars held the largest share of more than 15.0% in 2019. This is attributed to increased consumption of such products as the morning snacking options

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