

U.S. Healthy Snacks Market Size, Share & Trends Analysis Report By Product (Frozen & Refrigerated, Bakery, Savory, Bars & Confectionery, Dairy), By Claim, By Packaging, By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. healthy snacks market size was estimated at USD 31.90 billion in 2024 and is projected to reach USD 54.61 billion in 2033, growing at a CAGR of 6.2% from 2025 to 2033. The market has grown significantly in recent years, fueled by rising consumer awareness of nutrition, wellness, and lifestyle-related health conditions.

As more Americans adopt healthier eating habits, the demand for snacks that combine convenience with nutritional value continues to expand. Consumers are increasingly seeking snack options that align with specific dietary preferences, such as low-sugar, high-protein, gluten-free, and plant-based. This shift is driven by growing concerns around obesity, diabetes, and heart health, as well as the popularity of diets such as keto, paleo, and vegan. As a result, products made with clean-label ingredients, free from artificial preservatives, colors, and flavors, are in high demand. Thus, increasing consumption of healthy snacks would propel the growth of the U.S. healthy snacks industry.

Innovation and investment play a critical role in meeting demand. Healthy snacks manufacturers are expanding production capacities and developing new product lines to cater to changing tastes and dietary needs. For instance, companies are investing in premium snack varieties and lactose-free products to capture niche markets, which in turn would propel the growth of the U.S. Healthy Snacks Market.

Popular segments within the healthy snacks category include fruits, nuts, seeds, and

products made from whole grains, which together make up a significant portion of the market. Consumers increasingly prefer snacks that are free from artificial additives, preservatives, and allergens, such as gluten and dairy. Labels highlighting organic, non-GMO, low sugar, and high protein content are also highly sought after.

U.S. Healthy Snacks Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. healthy snacks market report based on product, claim, packaging, and distribution channel:

Product Outlook (Revenue, USD Million; 2021 - 2033)

Frozen & Refrigerated

Fruit, Nuts and Seeds

Bakery

Savory

Bars and Confectionery

Dairy

Others

Claim Outlook (Revenue, USD Million; 2021 - 2033)

Gluten-Free

Low/NSugar

Low/NFat

Organic

Eco-friendly Packaging

Plant-based

Vegan

Halal

High Protein

High Fiber

Non-GMO

Others

Packaging Outlook (Revenue, USD Million; 2021 - 2033)

Bag & Pouches

Boxes

Cans

Jars

Others

Distribution Channel Outlook (Revenue, USD Million; 2021 - 2033)

Hypermarket & Supermarket

Convenience Stores

Online

Grocery Stores

Others

This report can be delivered to the clients within 5 Business Days

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