

The 2023 Report on Snacks: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of snacks as including all commonly understood products and/or services falling within this broad category, such as potato chips, tortilla chips, cereal bars, pretzels, popcorn, snack crackers, meat jerky, pork rinds, nuts, party mix, corn chips, fruit snacks, snack bars, granola, snack cakes, cookies, and other sweet and savory foods which intended to be eaten between meals, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ARA Food Corporation, Arca Continental, Aviko, B & G Foods, Blue Diamond Growers, Calbee, Conagra Brands, Deep River Snacks, Diamond Foods, Frito Lay Fritos Corn Chips Scoops, General Mills, Grupo Bimbo, S.A.B., Hain Celestial Group, Herr's Food, Inc., Hormel Foods Corporation, Intersnack Group GmbH & Company, ITC, JFC International, Kind, Lamb Weston Holdings, McCain Foods, Mission Foods, Mondel?z International, Nestl?, PepsiCo, popchips, Select Harvests, Shearer's Snacks, Slim Jim Meat Snack Twin Pack, Snyder's-Lance, Tastemorr Snacks, The Kellogg Company, Tyson Foods, and Universal Robina. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All

figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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