

# Extruded Snacks - A Global Market Overview

<https://marketpublishers.com/r/E3E1E59FB208EN.html>

Date: June 2025

Pages: 362

Price: US\$ 4,500.00 (Single User License)

ID: E3E1E59FB208EN

## Abstracts

### Global Extruded Snacks Market Trends and Outlook

Extruded Snacks are food products manufactured using the process of extrusion, which involves forcing a mixture of typically starch-rich flours, such as corn, rice or wheat, through a shaped opening, called a die, under high pressure and temperature and then cutting to a specific size and shape with rotating blades. The procedure also entails cooking the ingredients while passing through the extruder to yield snacks that are puffy, crispy and ready-to-eat. Some common examples include corn puffs, cheese curls, veggie straws, pork rinds and a variety of breakfast cereals. A number of noteworthy trends are shaping the worldwide market for Extruded Snacks. The consumer demand for healthier alternatives, such as low-fat, low-calorie, gluten-free, non-GMO and plant-based options has been growing steadily, owing to which producers are fortifying these snacks with proteins, fibers, vitamins and functional ingredients like prebiotics that appeal to health-conscious individuals.

The global market size for Extruded Snacks is projected to reach US\$92.2 billion by 2030 from an estimated US\$65.1 billion in 2024 at a CAGR of 6% between the two years. A major factor driving the global demand for Extruded Snacks is a change in the lifestyles of consumers. Working individuals with hectic schedules and millennials living in urban communities are demanding convenient, ready-to-eat (RTE) snacks that are in consonance with on-the-go consumption patterns. Personal purchasing power, especially in emerging markets, such as Asia-Pacific, South America and Middle East & Africa, has increased significantly over the past, thereby encouraging impulse purchases and spending on premium or healthier extruded snacks.

### Extruded Snacks Regional Market Analysis

Europe represents the leading global market for Extruded Snacks, accounting for a

share estimated at 39.7% in 2024. The demand for convenient, ready-to-eat (RTE) snacks, such as the extruded variety, is particularly fast-growing among the region's working professionals and younger demographics owing to fast-paced lifestyles and high urbanization. The penetration rate of these snacks in Europe is supported by well-established retail networks, including hypermarkets, supermarkets and specialty stores, which ensure constant and consistent availability for consumers of all types. On the other hand, the market for Extruded Snacks in Asia-Pacific is expected to exhibit the fastest 2024-2030 CAGR of 8%, a major contributor for which is rapid urbanization and population growth. Countries, such as China, India, Indonesia and Vietnam are becoming largely urbanized with a middle-class population having disposable incomes to spend, further driving demand for convenient, affordable extruded snacks suited to busy lifestyles. These regions also have a considerably large young consumer base, especially millennials and Gen Z, favoring trendy, innovative snacks with bold flavors and unique textures, all of which extruded snacks can offer.

#### Extruded Snacks Market Analysis by Ingredient Type

Globally, Potato is the most widely used ingredient to make Extruded Snacks, the demand for which is estimated to account for a share of 28.4% of the overall market in 2024. A major factor for this is widespread consumer preference, since potato-based snacks, such as potato chips, sticks and puffs have gained worldwide popularity because of their familiar taste, crispy texture and versatility, which is supporting demand across various regions. For example, major brands, such as Lay's from PepsiCo and Pringles from Kellanova, have gauged consumer preference for potato-based extruded snacks and have increased production for the same. However, with a forecast CAGR of 7.2% between 2024 and 2030, the global market for Corn-based Extruded Snacks will record the fastest growth. The perception of corn-based snacks, such as corn puffs and tortillas, as healthy options is because of their lower fat content and gluten-free properties, which attract the health-aware consumer. The use of corn as a traditional and culturally significant grain has been staple in several regions, such as Asia-Pacific and South America, owing to which snacks like puffed corn or tortilla chips started being made and consumed to cater to a wider population.

#### Extruded Snacks Market Analysis by Flavor Type

With an estimated share of 75.2% in 2024, the worldwide demand for Extruded Snacks by flavor type is dominated by Savory Extruded Snacks (the other being Sweet Extruded Snacks), which is also poised to post a faster 2024-2030 CAGR of 6.4%. Savory extruded snacks, such as cheese puffs, potato chips and spicy corn curls have

always been much in demand owing to their bold, versatile flavors that appeal to diverse demographics across the world. These snacks also offer the benefit of being low in fat and high in vitamins and minerals, which aligns with the growing health consciousness among consumers. At the other end, the global demand for Sweet Extruded Snacks is being hampered due to being associated with a higher calorie content and less emphasis on health benefits. These snacks also often compete with other established sweet categories, such as chocolate, candy, and baked goods, making it harder for extruded sweet snacks to penetrate that space.

### Extruded Snacks Market Analysis by Manufacturing Technique

Extruded Snacks are normally made using two techniques, viz., Single-Screw Extruder and Twin-Screw Extruder, among which the global market for the latter is larger (estimated at 58.9% in 2024) and also faster growing (6.9% CAGR over 2024-2030). There are a number of factors that can be attributed for this, a major one of which is enhanced processing capabilities. The mixing, heating and shear capabilities of twin-screw extruders is much superior to single-screw extruders, which enables the production of a wide variety of snack textures and shapes and allows manufacturers to innovate and meet diverse consumer preferences. The control accuracy over process parameters provided by twin-screw extruders ensures high-quality and uniform products, critical for maintaining brand reputation and ensuring consumer satisfaction. The ability of these extruders to handle a wider range of ingredients, including high-moisture, fiber-rich or unconventional formulations, facilitates the development of healthier or specialized snack options. Other factors driving demand for twin-screw extruders in making extruded snacks include higher production efficiency & throughput, ongoing technological advancements, customization & product innovation, regulatory & sustainability advantages, consumer trends and economic factors. For instance, because of an increase in demand, the costs of twin-screw extruder equipment and maintenance have been declining and when coupled with their manufacturing efficiency, investing in twin-screw extruders for large-scale production makes justifiable sense.

### Extruded Snacks Market Analysis by Distribution Channel

The global sales of Extruded Snacks via Hypermarkets & Supermarkets is the largest, the share of which is estimated to be about 55% in 2024. These distribution channels provide exclusive and extensive shelf-space for snacks, allowing consumers to easily access a variety of extruded snack products in a one-stop shopping environment. On the other hand, the worldwide demand for Online Retail in procuring Extruded Snacks is expected to clock the fastest CAGR of 7.2% over the 2024-2030 analysis period owing

to a number of reasons. Increasing digital adoption and convenience are driving the current crop of busy, tech-savvy and younger consumers to shop for virtually anything, including extruded snacks, online. To support this trend, logistics, delivery services and digital platforms have developed to an extent where purchasing and receiving products, such as snacks, have become child's play.

## Extruded Snacks Market Report Scope

This global report on Extruded Snacks analyzes the market based on ingredient type, flavor type, manufacturing technique and distribution channel for the period 2021-2030 with forecasts from 2024 to 2030 in terms of value in US\$. In addition to providing profiles of major companies operating in this space, the latest corporate and industrial developments have been covered to offer a clear panorama of how and where the market is progressing.

## Key Metrics

Historical Period: 2021-2023

Base Year: 2024

Forecast Period: 2024-2030

Units: Value market in US\$

Companies Mentioned: 35+

## Extruded Snacks Market by Geographic Region

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, India, Japan, South Korea and Rest of Asia-Pacific)

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

Middle East & Africa

## Extruded Snacks Market by Ingredient Type

Corn-Based

Multigrain-Based

Oats-Based

Potato-Based

Rice-Based

Tapioca-Based

Wheat-Based

#### Extruded Snacks Market by Flavor Type

Savory Extruded Snacks

Sweet Extruded Snacks

#### Extruded Snacks Market by Manufacturing Technique

Single-Screw Extruder

Twin-Screw Extruder

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