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Extruded Snack Food Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global extruded snack food market size reached US$ 49.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 62.3 Billion by 2028, exhibiting a growth rate (CAGR) of 3.86% during 2023-2028.

Extruded snack food comprises breakfast cereals, corn curls, onion rings, pasta, fish paste, jellybeans and macaroni, which is prepared using corn, tapioca, oats, potatoes, and wheat. It relies on extrusion cooking, a high-temperature short-time (HTST) process that reduces microbial contamination and inactivates enzymes. At present, the growing popularity of ready-to-eat (RTE) snack food on account of its convenience, affordability, wide availability, appearance, taste, and texture is positively influencing the demand for extruded snack food across the globe.

Extruded Snack Food Market Trends:
Changing dietary habits among individuals around the world represents one of the key factors bolstering the growth of the market. Moreover, longer working hours make it difficult for most people to have proper meals. As a result, they are increasingly relying on RTE food products, such as extruded snack food. In line with this, pasta and other extruded snack food products continue to be a part of the modern diet and consequently, their sales are growing worldwide. Nowadays, consumers prefer products that are gluten-free and contain grains, such as quinoa, amaranth, chia, teff, rice, and buckwheat. Apart from this, leading market players are investing in research and development (R&D) activities to introduce innovative product variants, which are suitable for consumption among local and regional populations. They are also financing promotional campaigns on social media platforms to increase their overall sales. Other factors like increasing population and rising disposable income of individuals in

developing countries are strengthening the growth of the market.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global extruded snack food market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on type and distribution channel.

Breakup by Type:

Potato
Corn
Rice
Tapioca
Mixed Grains
Others

Presently, potato is widely utilized in the production of extruded snack food, such as potato chips.

Breakup by Distribution Channel:

Supermarkets/Hypermarkets
Convenience Stores
Specialty Food Stores
Online Retail
Others

Supermarkets/hypermarkets dominate the market as they offer numerous options for selection at discounted prices.

Breakup by Region:

North America
Europe
Asia Pacific
Latin America
Middle East and Africa

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Europe currently holds the largest market on account of the increasing number of individuals consuming extruded snacks in social occasions or on the go throughout the region.

Competitive Landscape:
The competitive landscape of the market has been analyzed in the report, along with the detailed profiles of the major players operating in the industry.

Key Questions Answered in This Report
1. What was the size of the global extruded snack food market in 2022?
2. What is the expected growth rate of the global extruded snack food market during 2023- 2028?
3. What are the key factors driving the global extruded snack food market?
4. What has been the impact of COVID-19 on the global extruded snack food market?
5. What is the breakup of the global extruded snack food market based on the type?
6. What is the breakup of the global extruded snack food market based on the distribution channel?
7. What are the key regions in the global extruded snack food market?

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