

# **Organic Snacks Market Report by Product Type (Nutrition Bars, Candy Bars, Salty Snacks, Nuts, and Others), Generation (Millennial, Generation X, Baby Boomers), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Convenience Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global organic snacks market size reached US\$ 12.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.9 Billion by 2032, exhibiting a growth rate (CAGR) of 9% during 2024-2032.

Organic snacks refer to food products that are produced organically using certified organic ingredients, while eliminating the employment of synthetic substances, such as artificial colors, fertilizers, pesticides, and genetically modified organisms (GMOs). Salty snacks, candy bars, nutrition bars, nuts, and other bakery products, such as pancakes, bagels, pretzels, and cookies, are some of the commonly available organic snacks. They are rich in protein, vitamins, antioxidants, and minerals, which in boosting the immune system, enhancing heart condition, increasing nutrient intake, and sustaining energy levels. As compared to traditional snacks, organic snacks are natural, healthier, and are grown through organic farming that supports environmental protection.

### **Organic Snacks Market Trends:**

The rising consumer preference for organic snacks across the globe is one of the key factors driving the growth of the market. With the busy lifestyle and hectic schedule, consumers are increasingly opting for nutrients rich and naturally sourced snacks, which, in turn, is supporting the market growth. In line with this, the rising health consciousness and awareness of consumers towards nutrient content and quality of

organic food are favoring the market growth. Moreover, various product innovations, such as the introduction of customized solutions and peel open packaging that is convenient to carry while travelling, is providing an impetus to the market growth. Additionally, the introduction of vegan and gluten-free organic snacks catering to lactose-intolerant consumers, while being rich in nutrients and low on cholesterol levels, are positively impacting the market growth. Apart from this, increasing expenditure capacities of consumers, convenient product availability through e-commerce platforms and a surge in the willingness of consumers on buying environmentally friendly products are creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global organic snacks market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product type, generation and distribution channel.

#### Breakup by Product Type:

- Nutrition Bars
- Candy Bars
- Salty Snacks
- Nuts
- Others

#### Breakup by Generation:

- Millennial
- Generation X
- Baby Boomers

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Specialty Stores
- Convenience Stores
- Online Stores
- Others

#### Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Conagra Brands Inc., Danone S.A., Frito-Lay North America Inc. (PepsiCo Inc.), General Mills Inc., Hain Celestial Group Inc., Hormel Foods Corporation, Kadac Pty Ltd., Made in Nature, Navitas Organics, Prana Organic and Woodstock Farms Manufacturing (United Natural Foods Inc.).

#### Key Questions Answered in This Report

1. What was the size of the global organic snacks market in 2023?
2. What is the expected growth rate of the global organic snacks market during 2024-2032?
3. What has been the impact of COVID-19 on the global organic snacks market?

4. What are the key factors driving the global organic snacks market?
5. What is the breakup of the global organic snacks market based on the product type?
6. What is the breakup of the global organic snacks market based on the generation?
7. What are the key regions in the global organic snacks market?
8. Who are the key players/companies in the global organic snacks market?

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