

Pretzel Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/PFD48A0DE05EN.html>

Date: January 2023

Pages: 108

Price: US\$ 2,499.00 (Single User License)

ID: PFD48A0DE05EN

Abstracts

The global pretzel market size reached US\$ 7.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.1 Billion by 2028, exhibiting a growth rate (CAGR) of 3.32% during 2023-2028.

A pretzel is a crisp, brittle, dough-based baked bread with a twisted-knot shape. It is made from cauliflower, cassava flour, cane sugar syrup, yeast, salt, corn starch, and canola oil. It is a rich source of iron, folate and niacin which play a vital role in digesting and metabolizing fats, proteins and carbohydrates; reducing cholesterol levels; and lowering the risk of cardiovascular diseases. Nowadays, pretzels are increasingly being preferred by the young population as manufacturers are constantly introducing new products in different shapes and sizes, such as pretzel sticks, sandwiches, poppers and minis.

In recent years, rapid change in the tastes and preferences along with the busy lifestyles of consumers has created high dependency on convenient snacks such as pretzels. Besides this, with the expanding food industry, pretzels are increasingly being sold through numerous foodservice establishments and retail outlets. Moreover, the leading manufacturers are launching a wide variety of pretzels with different flavors ranging from butter and honey mustard to barbecue, parmesan and garlic. They have also introduced frozen pretzels and frozen pretzel dough which do not require any preparation. Apart from this, with a rise in the number of health-conscious consumers, manufacturers have started developing all-natural, cholesterol-, trans fat- and gluten-free products fortified with essential vitamins and minerals. Moreover, they have adopted innovative and unique packaging solutions with resealable lids which help to preserve the freshness and extend the shelf-life of the contents.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global pretzel market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on content, type, packaging type and distribution channel.

Breakup by Content:

- Salted Pretzels
- Unsalted Pretzels

Breakup by Type:

- Hard
- Soft

Breakup by Packaging Type:

- Bags
- Boxes
- Containers
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialist Retailers
- Online Retailers
- Others

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Johnson Auntie Anne's, Boulder Brands, Conagra Brands Inc., Frito-Lay North America, Inc, Herr Foods Inc., Intersnack Group GmbH & Co. KG, J&J Snacks Foods Corporation, Mars, Incorporated, Mr. Pretzel, Old Dutch Foods, Philly Pretzel Factory, Pretzels Inc., etc.

IMARC Group's latest report provides a deep insight into the global pretzel market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global pretzel market in any manner.

Key Questions Answered in This Report

1. What was the size of the global pretzel market in 2022?
2. What is the expected growth rate of the global pretzel market during 2023-2028?
3. What are the key factors driving the global pretzel market?
4. What has been the impact of COVID-19 on the global pretzel market?
5. What is the breakup of the global pretzel market based on the content?
6. What is the breakup of the global pretzel market based on the type?
7. What is the breakup of the global pretzel market based on the packaging type?
8. What is the breakup of the global pretzel market based on the distribution channel?
9. What are the key regions in the global pretzel market?
10. Who are the key players/companies in the global pretzel market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PRETZEL MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Content
- 5.5 Market Breakup by Type
- 5.6 Market Breakup by Packaging Type
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 5.9 Market Forecast

6 MARKET BREAKUP BY CONTENT

- 6.1 Salted Pretzels
 - 6.1.1 Market Trends

- 6.1.2 Market Forecast
- 6.2 Unsalted Pretzels
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY TYPE

- 7.1 Hard
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Soft
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY PACKAGING TYPE

- 8.1 Bags
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Boxes
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Containers
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Others
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Convenience Stores
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Specialist Retailers
 - 9.3.1 Market Trends

- 9.3.2 Market Forecast
- 9.4 Online Retailers
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Others
 - 9.5.1 Market Trends
 - 9.5.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 Europe
 - 10.1.1 Market Trends
 - 10.1.2 Market Forecast
- 10.2 North America
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Asia Pacific
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast
- 10.4 Middle East and Africa
 - 10.4.1 Market Trends
 - 10.4.2 Market Forecast
- 10.5 Latin America
 - 10.5.1 Market Trends
 - 10.5.2 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

- 14.1 Price Indicators
- 14.2 Price Structure
- 14.3 Margin Analysis

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Johnson Auntie Anne's
 - 15.3.2 Boulder Brands
 - 15.3.3 Conagra Brands Inc.
 - 15.3.4 Frito-Lay North America, Inc
 - 15.3.5 Herr Foods
 - 15.3.6 Intersnack Group GmbH & Co. KG
 - 15.3.7 J&J Snacks Foods Corporation
 - 15.3.8 Mars, Incorporated
 - 15.3.9 Mr. Pretzel
 - 15.3.10 Old Dutch Foods
 - 15.3.11 Philly Pretzel Factory
 - 15.3.12 Pretzels Inc.

List Of Tables

LIST OF TABLES

Table 1: Global: Pretzel Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Pretzel Market Forecast: Breakup by Content (in Million US\$), 2023-2028

Table 3: Global: Pretzel Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 4: Global: Pretzel Market Forecast: Breakup by Packaging Type (in Million US\$), 2023-2028

Table 5: Global: Pretzel Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 6: Global: Pretzel Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Pretzel Market Structure

Table 8: Global: Pretzel Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Pretzel Market: Major Drivers and Challenges
- Figure 2: Global: Pretzel Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Pretzel Market: Breakup by Content (in %), 2022
- Figure 4: Global: Pretzel Market: Breakup by Type (in %), 2022
- Figure 5: Global: Pretzel Market: Breakup by Packaging Type (in %), 2022
- Figure 6: Global: Pretzel Market: Breakup by Distribution Channel (in %), 2022
- Figure 7: Global: Pretzel Market: Breakup by Region (in %), 2022
- Figure 8: Global: Pretzel Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 9: Global: Pretzel Industry: SWOT Analysis
- Figure 10: Global: Pretzel Industry: Value Chain Analysis
- Figure 11: Global: Pretzel Industry: Porter's Five Forces Analysis
- Figure 12: Global: Pretzel (Salted Pretzels) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 13: Global: Pretzel (Salted Pretzels) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 14: Global: Pretzel (Unsalted Pretzels) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 15: Global: Pretzel (Unsalted Pretzels) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 16: Global: Pretzel (Hard) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 17: Global: Pretzel (Hard) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 18: Global: Pretzel (Soft) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 19: Global: Pretzel (Soft) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 20: Global: Pretzel (Bags) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 21: Global: Pretzel (Bags) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 22: Global: Pretzel (Boxes) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 23: Global: Pretzel (Boxes) Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 24: Global: Pretzel (Containers) Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 25: Global: Pretzel (Containers) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Pretzel (Other Packaging Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Pretzel (Other Packaging Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Pretzel Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022

Figure 29: Global: Pretzel Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 30: Global: Pretzel Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 31: Global: Pretzel Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 32: Global: Pretzel Market: Sales through Specialist Retailers (in Million US\$), 2017 & 2022

Figure 33: Global: Pretzel Market Forecast: Sales through Specialist Retailers (in Million US\$), 2023-2028

Figure 34: Global: Pretzel Market: Sales through Online Retailers (in Million US\$), 2017 & 2022

Figure 35: Global: Pretzel Market Forecast: Sales through Online Retailers (in Million US\$), 2023-2028

Figure 36: Global: Pretzel Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 37: Global: Pretzel Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 38: North America: Pretzel Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: North America: Pretzel Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Asia Pacific: Pretzel Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Asia Pacific: Pretzel Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Europe: Pretzel Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Europe: Pretzel Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Latin America: Pretzel Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Latin America: Pretzel Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Middle East and Africa: Pretzel Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Middle East and Africa: Pretzel Market Forecast: Sales Value (in Million US\$), 2023-2028

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