

Pretzel Market Report by Content (Salted Pretzels, Unsalted Pretzels), Type (Hard, Soft), Packaging Type (Bags, Boxes, Containers, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialist Retailers, Online Retailers, and Others), and Region 2024-2032

<https://marketpublishers.com/r/PA690606DB2CEN.html>

Date: January 2024

Pages: 142

Price: US\$ 3,899.00 (Single User License)

ID: PA690606DB2CEN

Abstracts

The global pretzel market size reached US\$ 7.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 10.1 Billion by 2032, exhibiting a growth rate (CAGR) of 3% during 2024-2032. The rising demand for convenient and on-the-go snacks, increasing product demand as a healthier alternative, and the expanding global retail sector are some of the key factors driving the market.

Pretzel is a popular baked snack made from a simple mixture of flour, water, yeast, and salt. The dough is carefully kneaded and shaped into the traditional knot-like form before being baked to perfection. Beyond its appealing taste and texture, it offers several nutritional advantages, such as it is low in fat and cholesterol, making it a healthier alternative to many other snacks. Furthermore, pretzels are a good source of carbohydrates, providing energy and aiding digestion. In terms of health benefits, they are a good source of fiber, helping in regulating blood sugar levels and promoting a healthy digestive system. They are also a rich source of iron, folate, and niacin, which are vital in digesting and metabolizing fats, proteins, and carbohydrates. Additionally, they aid in reducing cholesterol levels and lowering the risk of cardiovascular diseases. Notably, pretzels are increasingly preferred by the younger population as manufacturers continually introduce new products in various shapes and sizes, including pretzel sticks, sandwiches, poppers, and minis. Currently, soft, hard, and flavored are some of the commonly available product variants.

Pretzel Market Trends:

The global pretzel market is primarily accelerated by several key factors, including the rising demand for convenient and on-the-go snacks among consumers. This is further boosted by the increasing product demand as a healthier alternative to traditional snack options. Additionally, the expanding global retail sector, coupled with the growing popularity of online platforms that provide greater accessibility and convenience for consumers to purchase pretzels, is fueling the market growth. In line with this, key market players are introducing innovative flavors and variations, such as sweet, savory, and gluten-free options, to increase their consumer base, which is further stimulating the market growth. Furthermore, the rapidly expanding food service industry, including restaurants, cafes, and cinemas, and the increasing influence of Western cuisines are influencing the market growth. Besides this, rising disposable incomes, changing lifestyles, and the surging trend of snacking are creating a positive outlook for the market. In addition to this, the growing demand for premium and gourmet snacks and the shifting consumer inclination towards organic food products are propelling the demand for high-quality pretzels made from natural ingredients without artificial preservatives and additives, which, in turn, is contributing to the market growth. Other factors, such as the expansion of organized retail channels, the development of modern distribution networks, the proliferating e-commerce platform, and the ease of online purchasing, are facilitating the market growth.

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 2024-2032. Our report has categorized the market based on content, type, packaging type and distribution channel.

Content Insights:

Salted Pretzels

Unsalted Pretzels

The report has provided a detailed breakup and analysis of the global pretzel market based on the content. This includes salted pretzels and unsalted pretzels. According to the report, salted pretzels accounted for the largest market share.

Type Insights:

Hard
Soft

The report has provided a detailed breakup and analysis of the global pretzel market based on type. This includes hard and soft. According to the report, hard accounted for the largest market share.

Packaging Type Insights:

Bags
Boxes
Containers
Others

The report has provided a detailed breakup and analysis of the global pretzel market based on the packaging type. This includes bags, boxes, containers, and others. According to the report, bags accounted for the largest market share.

Distribution Channel Insights:

Supermarkets and Hypermarkets
Convenience Stores
Specialist Retailers
Online Retailers
Others

The report has provided a detailed breakup and analysis of the global pretzel market based on the distribution channel. This includes supermarkets and hypermarkets, convenience stores, specialist retailers, online retailers, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Regional Insights:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. As per the report, Europe was the largest market for pretzels. Some of the factors driving the Europe pretzel market included changing consumer preferences, increasing awareness about healthier snack options, and rising demand for convenience and on-the-go snacks.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pretzel market. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Johnson Auntie Anne's, Boulder Brands, Conagra Brands Inc., Frito-Lay North America, Inc, Herr Foods, Intersnack Group GmbH & Co. KG, J&J Snacks Foods Corporation, Mars, Incorporated, Mr. Pretzel, Old Dutch Foods, Philly Pretzel Factory, Pretzels Inc., etc.

Key Questions Answered in This Report

1. What was the size of the global pretzel market in 2023?
2. What is the expected growth rate of the global pretzel market during 2024-2032?
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?

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