

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

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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?

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, 2023 and 2032

Table 2: Global: Pretzel Market Forecast: Breakup by Content (in Million US\$),
2024-2032

Table 3: Global: Pretzel Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 4: Global: Pretzel Market Forecast: Breakup by Packaging Type (in Million US\$),
2024-2032

Table 5: Global: Pretzel Market Forecast: Breakup by Distribution Channel (in Million
US\$), 2024-2032

Table 6: Global: Pretzel Market Forecast: Breakup by Region (in Million US\$),
2024-2032

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\$), 2018-2023
- Figure 3: Global: Pretzel Market: Breakup by Content (in %), 2023
- Figure 4: Global: Pretzel Market: Breakup by Type (in %), 2023
- Figure 5: Global: Pretzel Market: Breakup by Packaging Type (in %), 2023
- Figure 6: Global: Pretzel Market: Breakup by Distribution Channel (in %), 2023
- Figure 7: Global: Pretzel Market: Breakup by Region (in %), 2023
- Figure 8: Global: Pretzel Market Forecast: Sales Value (in Billion US\$), 2024-2032
- 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\$), 2018 & 2023
- Figure 13: Global: Pretzel (Salted Pretzels) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 14: Global: Pretzel (Unsalted Pretzels) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 15: Global: Pretzel (Unsalted Pretzels) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 16: Global: Pretzel (Hard) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 17: Global: Pretzel (Hard) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 18: Global: Pretzel (Soft) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 19: Global: Pretzel (Soft) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 20: Global: Pretzel (Bags) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 21: Global: Pretzel (Bags) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 22: Global: Pretzel (Boxes) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 23: Global: Pretzel (Boxes) Market Forecast: Sales Value (in Million US\$), 2024-2032
- Figure 24: Global: Pretzel (Containers) Market: Sales Value (in Million US\$), 2018 & 2023
- Figure 25: Global: Pretzel (Containers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Pretzel (Other Packaging Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Pretzel (Other Packaging Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: Global: Pretzel Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2018 & 2023

Figure 29: Global: Pretzel Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2024-2032

Figure 30: Global: Pretzel Market: Sales through Convenience Stores (in Million US\$), 2018 & 2023

Figure 31: Global: Pretzel Market Forecast: Sales through Convenience Stores (in Million US\$), 2024-2032

Figure 32: Global: Pretzel Market: Sales through Specialist Retailers (in Million US\$), 2018 & 2023

Figure 33: Global: Pretzel Market Forecast: Sales through Specialist Retailers (in Million US\$), 2024-2032

Figure 34: Global: Pretzel Market: Sales through Online Retailers (in Million US\$), 2018 & 2023

Figure 35: Global: Pretzel Market Forecast: Sales through Online Retailers (in Million US\$), 2024-2032

Figure 36: Global: Pretzel Market: Sales through Other Distribution Channels (in Million US\$), 2018 & 2023

Figure 37: Global: Pretzel Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2024-2032

Figure 38: North America: Pretzel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: North America: Pretzel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: Asia Pacific: Pretzel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: Asia Pacific: Pretzel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: Europe: Pretzel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: Europe: Pretzel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Latin America: Pretzel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Latin America: Pretzel Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Middle East and Africa: Pretzel Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Middle East and Africa: Pretzel Market Forecast: Sales Value (in Million US\$), 2024-2032

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