

Savory Snacks Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global savory snacks market reached a value of US\$ 122.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 168.0 Billion by 2027, exhibiting a CAGR of 5.27% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Savory snacks are food products that have a salty or spicy flavor instead of a sweet profile. They are manufactured using various ingredients such as vegetables, fruits, nuts, grains, vegetable oils and seasonings. They are rich in nutrients, minerals, vitamins and fibers. Usually consumed in-between meals in small quantities, the most prevalent variants include salted biscuits, potato and corn chips, popcorns, pretzels, meat snacks, nuts and seeds.

The growing food and beverage industry, along with an increasing preference for on-the-go snacking options, is one of the key factors driving the growth of the market. Owing to the changing lifestyles and hectic schedules of the working population, there has been a rise in the adoption of convenience food products such as savory snacks across the globe. Furthermore, owing to the growing consumer awareness for healthy snacking habits, manufacturers have introduced low-fat, gluten-free, organic, and protein-rich snacks, which are rapidly gaining popularity among consumers. The introduction of various meat-based snacks such as lean beef or turkey has also favored the market growth. Manufacturers are also offering a diversified product range to expand their consumer base and meet individual requirements in terms of flavor preferences and dietary needs. Factors such as rising disposable incomes and extensive research and development (R&D) activities to improve the production process and the quality of the

product, along with convenient and attractive product packaging are also contributing to the growth of the market significantly.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global savory snacks market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, category, distribution channel and sales.

Breakup by Product:

- Potato Chips
- Extruded Snacks
- Nuts and Seeds
- Popcorn
- Meat Snacks
- Others

Breakup by Category:

- Baked
- Fried
- Others

Breakup by Distribution Channel:

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

Breakup by Sales:

- Retail Sector
- Foodservice Sector

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 report has also analysed the competitive landscape of the market with some of the key players being Arca Continental, S. A. B. de C. V., Calbee, Inc., Conagra Brands, Inc., General Mills Inc., Hain Celestial Group, Inc., HALDIRAM FOODS INTERNATIONAL PVT. LTD, Intersnack Group, ITC Limited, Kellogg Company, Kraft Heinz Company, Lamb Weston Holdings, Inc, Premium Brands Holdings Corporation, and PepsiCo, Inc., etc.

Key Questions Answered in This Report:

How has the global savory snacks market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global savory snacks market?

What is the breakup of the market based on the product?

What is the breakup of the market based on the category?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the sales?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global savory snacks market and who are the key players?

What is the degree of competition in the industry?

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