

Savory Snacks Market Report by Product (Potato Chips, Extruded Snacks, Nuts and Seeds, Popcorn, Meat Snacks, and Others), Category (Baked, Fried, and Others), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Stores, Convenience Stores, and Others), Sales (Retail Sector, Foodservice Sector), and Region 2024-2032

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Abstracts

The global savory snacks market size reached US\$ 136.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 205.3 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032.

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 report, along with forecasts at the global, regional and country level from 2024-2032. 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.

Key Questions Answered in This Report

1. What was the size of the global savory snacks market in 2023?
2. What is the expected growth rate of the global savory snacks market during 2024-2032?
3. What has been the impact of COVID-19 on the global savory snacks market?
4. What are the key factors driving the global savory snacks market?
5. What is the breakup of the global savory snacks market based on the product?
6. What is the breakup of the global savory snacks market based on the category?
7. What is the breakup of the global savory snacks market based on the distribution channel?
8. What are the key regions in the global savory snacks market?
9. Who are the key players/companies in the global savory snacks 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 SAVORY SNACKS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Potato Chips
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Extruded Snacks
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Nuts and Seeds

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Popcorn
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast
- 6.5 Meat Snacks
 - 6.5.1 Market Trends
 - 6.5.2 Market Forecast
- 6.6 Others
 - 6.6.1 Market Trends
 - 6.6.2 Market Forecast

7 MARKET BREAKUP BY CATEGORY

- 7.1 Baked
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Fried
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Others
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets/Hypermarkets
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Specialty Stores
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast
- 8.3 Online Stores
 - 8.3.1 Market Trends
 - 8.3.2 Market Forecast
- 8.4 Convenience Stores
 - 8.4.1 Market Trends
 - 8.4.2 Market Forecast
- 8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY SALES

9.1 Retail Sector

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Foodservice Sector

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

- 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country

10.5.3 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 INDICATORS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Arca Continental, S. A. B. de C. V.
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 Financials
 - 15.3.2 Calbee, Inc.
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.2.3 Financials
 - 15.3.2.4 SWOT Analysis
 - 15.3.3 Conagra Brands, Inc.
 - 15.3.3.1 Company Overview

- 15.3.3.2 Product Portfolio
- 15.3.3.3 Financials
- 15.3.3.4 SWOT Analysis
- 15.3.4 General Mills Inc.
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.4.3 Financials
 - 15.3.4.4 SWOT Analysis
- 15.3.5 Hain Celestial Group, Inc.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.5.3 Financials
 - 15.3.5.4 SWOT Analysis
- 15.3.6 HALDIRAM FOODS INTERNATIONAL PVT. LTD
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
- 15.3.7 Intersnack Group
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
- 15.3.8 ITC Limited
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Kellogg Company
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 Kraft Heinz Company
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Lamb Weston Holdings, Inc
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
 - 15.3.11.3 Financials
 - 15.3.11.4 SWOT Analysis
- 15.3.12 Premium Brands Holdings Corporation
 - 15.3.12.1 Company Overview

- 15.3.12.2 Product Portfolio
- 15.3.13 PepsiCo, Inc.
 - 15.3.13.1 Company Overview
 - 15.3.13.2 Product Portfolio
 - 15.3.13.3 Financials
 - 15.3.13.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Savory Snacks Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Savory Snacks Market Forecast: Breakup by Product (in Million US\$), 2024-2032

Table 3: Global: Savory Snacks Market Forecast: Breakup by Category (in Million US\$), 2024-2032

Table 4: Global: Savory Snacks Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Savory Snacks Market Forecast: Breakup by Sales (in Million US\$), 2024-2032

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

Table 7: Global: Savory Snacks Market Structure

Table 8: Global: Savory Snacks Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Savory Snacks Market: Major Drivers and Challenges

Figure 2: Global: Savory Snacks Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Savory Snacks Market: Breakup by Product (in %), 2023

Figure 4: Global: Savory Snacks Market: Breakup by Category (in %), 2023

Figure 5: Global: Savory Snacks Market: Breakup by Distribution Channel (in %), 2023

Figure 6: Global: Savory Snacks Market: Breakup by Sales (in %), 2023

Figure 7: Global: Savory Snacks Market: Breakup by Region (in %), 2023

Figure 8: Global: Savory Snacks Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Savory Snacks (Potato Chips) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Savory Snacks (Potato Chips) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Savory Snacks (Extruded Snacks) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Savory Snacks (Extruded Snacks) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Savory Snacks (Nuts and Seeds) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Savory Snacks (Nuts and Seeds) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Savory Snacks (Popcorn) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Savory Snacks (Popcorn) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Savory Snacks (Meat Snacks) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Savory Snacks (Meat Snacks) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Savory Snacks (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Savory Snacks (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Savory Snacks (Baked) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Savory Snacks (Baked) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Savory Snacks (Fried) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Savory Snacks (Fried) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Savory Snacks (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Savory Snacks (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Savory Snacks (Supermarkets/Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Savory Snacks (Supermarkets/Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Savory Snacks (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Savory Snacks (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Savory Snacks (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Savory Snacks (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Savory Snacks (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Savory Snacks (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Savory Snacks (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Savory Snacks (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Savory Snacks (Retail Sector) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Savory Snacks (Retail Sector) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Savory Snacks (Foodservice Sector) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Savory Snacks (Foodservice Sector) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: North America: Savory Snacks Market: Sales Value (in Million US\$), 2018 &

2023

Figure 42: North America: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: United States: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: United States: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Canada: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Canada: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Asia Pacific: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Asia Pacific: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: China: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: China: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Japan: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Japan: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: India: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: India: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: South Korea: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: South Korea: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Australia: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Australia: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Indonesia: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Indonesia: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Others: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Others: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Europe: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Europe: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Germany: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Germany: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: France: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: France: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: United Kingdom: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: United Kingdom: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Italy: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Italy: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Spain: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Spain: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Russia: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Russia: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Others: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Others: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Latin America: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Latin America: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Brazil: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Brazil: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: Mexico: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Mexico: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Others: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Others: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Middle East and Africa: Savory Snacks Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Middle East and Africa: Savory Snacks Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Global: Savory Snacks Industry: SWOT Analysis

Figure 90: Global: Savory Snacks Industry: Value Chain Analysis

Figure 91: Global: Savory Snacks Industry: Porter's Five Forces Analysis

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