

# North America Healthy Snacks Market (2019-2025)

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## Abstracts

The North America Healthy Snacks Market would witness market growth of 5.26% CAGR during the forecast period (2019–2025).

Lunch is the most frequently substituted meal with snacks. Creating snacks that deliver dietary advantages and pairing grain-based foods with a variety of proteins is a way to attract customers. Much of the development seen today is designed to capitalize on the popularity of protein, a nutrient that seems to have escaped the negativity that fat, sugar or carbohydrates have endured. That's why so many of the combination meals feature meat or cheese as both ingredients or are comparatively high in protein.

Healthy snack brands are diversifying into other fields for product differentiation, including less processed, encouraging freshness, and sustainability. Low carb, high protein, high fiber, and clean labels are significant, long-lasting trends in the healthy snacks market. Probiotics also continue to drive innovation, as 40 % of customers want sweets that have probiotics to improve digestion. A variety of probiotic-containing goods, including oatmeal, bars, smoothies, yogurts, and more — often coupled with protein — have entered the mainstream.

Based on Product Type, the market is segmented into Cereal & Granola Bars, Nuts & Seeds Snacks, Meat Snacks, Dried Fruit and Trail Mix Snacks. Based on Distribution Channel, the market is segmented into Hypermarket & Supermarket, Food Specialty Stores, Convenience Stores, Online and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Danone S.A., Nestle S.A., PepsiCo, Inc., Kellogg Company, General Mills, Inc., Hormel Foods Corporation, The Hain Celestial Group, Inc. Mondelez International, Inc. and Tyson Foods, Inc.

## Scope of the Study

### Market Segmentation:

#### By Product Type

Cereal & Granola Bars

Nuts & Seeds Snacks

Meat Snacks

Dried Fruit

Trail Mix Snacks

#### By Distribution Channel

Hypermarket and Supermarket

Food Specialty Stores

Convenience Stores

Online

Others

#### By Country

US

Canada

Mexico

Rest of North America

#### Companies Profiled

DANONE S.A.

Nestle S.A.

PepsiCo, Inc.

Kellogg Company

General Mills, Inc.

Hormel Foods Corporation

The Hain Celestial Group, Inc.

Mondelez International, Inc.

Tyson Foods, Inc.

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