

# **Extruded Snacks Market by Type (Simply extruded, Expanded, Co-extruded), Raw Material (Wheat, Potato, Corn, Oats, Rice, Multigrain), Manufacturing Method (Single-screw, Twin-screw), Distribution Channel, and Region – Global Forecast to 2026**

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## **Abstracts**

“The extruded snacks market is projected to grow at a CAGR of 4.4% in terms of value. The key drivers include the changing consumer lifestyle and increasing disposable income.”

The extruded snacks market is estimated to be valued at USD 48.3 billion in 2019 and is projected to grow at a CAGR of 4.4%, recording a value of USD 65.2 billion by 2026. Owing to the changing consumer lifestyle that has caused snack food to replace traditional, full-fledged meals and an increase in disposable income has caused the snack market to grow rapidly. The rising investment in the retail industry has resulted in an increase in the number of hypermarkets and supermarkets, which has caused the easy availability of snack products to the customers. However, the demand for healthy, low-calorie snacks has made the manufacturers bring in more and more innovation to the products to increase the market share.

“The market for expanded snacks is projected to record the highest CAGR during the forecast period.”

The expanded snacks segment in the market is projected to grow at a significant rate. Many multigrain snacks of high fiber and nutrient content are produced through this process. The rise in health awareness has increased the popularity of expanded snacks. Consumers have started to prefer snacks that are mostly baked or roasted. Many ingredients, such as corn, multiple grains, and rice, are used for these snack

productions. These snacks are low in bulk density and are popularized as high-fiber and low-calorie healthy snacks.

“The extruded snacks made from wheat account for the largest market share during the forecast period.”

The wheat segment in the extruded snacks market is estimated to account for the largest share in 2019. Wheat is low in fat and carbohydrates as compared to potato and corn, and also high in dietary fibers. Wheat is gaining popularity as a healthy snack option, and manufacturers have been developing products in a wide range of flavors. Companies are also marketing their products by targeting consumers who prefer such healthy snacks and are providing healthier alternatives by replacing conventional raw materials.

“Asia Pacific to grow at the highest CAGR in the extruded snacks market between 2019 and 2026.”

The North American region dominated the market in 2018, and the Asia Pacific region is projected to be the fastest-growing market during the forecast period in the extruded snacks market. Factors driving the Asia Pacific market growth include the increasing adoption of Western culture in the region, growing disposable income, and on-the-go snacking trend among the urban population due to busy lifestyles. Due to the developing economic conditions across the majority of the countries, consumers in the region prefer the consumption of cheaper products, and hence, mostly opt for generic or domestic brands. Due to the growing trend of hypermarkets & supermarkets within the region, the availability of such snacks has become much easier, which is further bolstering the market growth in Asia Pacific.

#### Break-up of Primaries:

By Value Chain: Manufacturers - 72 % and Suppliers - 28%

By Designation: CXOs - 45%, Managers - 33%, and Executives - 22%

By Country: US - 50%, Japan - 10%, India - 10%, UK - 10%, Philippines - 10%, and Mexico - 10%

#### Leading players profiled in this report:

*Extruded Snacks Market by Type (Simply extruded, Expanded, Co-extruded), Raw Material (Wheat, Potato, Corn, Oa...*

Calbee, Inc. (Japan)

PepsiCo, Inc. (US)

Kellogg Company (US)

Campbell Soup Company (US)

General Mills Inc. (US)

ITC Limited (India)

Grupo Bimbo, S.A.B. de C.V. (Mexico)

Old Dutch Foods Inc. (US)

Lorenz Snack-World (Germany)

Amica Chips S.P.A. (Italy)

Universal Robina Corporation (Philippines)

Balance Foods, Inc. (US)

JFC International (US)

Ballreich Snack Food Company (US)

Barrel O' Fun Snack Foods Co., Inc. (US)

Chipita S.A.(Greece)

Tropical Heat (Kenya)

Griffin's Foods Limited (New Zealand)

San Carlo (Italy)

ICA Foods International (Italy)

## Research Coverage:

The report segments the extruded snacks market on the basis of type, raw material, method of manufacturing, distribution channel, and region. In terms of insights, this report focuses on various levels of analyses—the competitive landscape, end-use analysis, and company profiles—which together comprise and discuss views on the emerging & high-growth segments of the global extruded snacks market, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

## Reasons to buy this report:

- To get a comprehensive overview of the extruded snacks market

- To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

- To gain insights about the major countries/regions in which the extruded snacks market is flourishing

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SEGMENTATION
  - 1.3.1 REGIONS COVERED
  - 1.3.2 PERIODIZATION CONSIDERED FOR THE STUDY
- 1.4 CURRENCY CONSIDERED
- 1.5 UNITS CONSIDERED
- 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key Data from Secondary Sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key Data from Primary Sources
    - 2.1.2.2 Breakdown of Primaries
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 APPROACH ONE (BASED ON TYPE, BY REGION)
  - 2.2.2 APPROACH TWO (BASED ON THE GLOBAL MARKET)
- 2.3 DATA TRIANGULATION
- 2.4 ASSUMPTIONS FOR THE STUDY
- 2.5 LIMITATIONS OF THE STUDY

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 OVERVIEW OF THE EXTRUDED SNACKS MARKET
- 4.2 EXTRUDED SNACKS MARKET, BY REGION
- 4.3 EXTRUDED SNACKS MARKET, BY RAW MATERIAL
- 4.4 EXTRUDED SNACKS MARKET, BY TYPE
- 4.5 NORTH AMERICA: EXTRUDED SNACKS MARKET, BY TYPE AND COUNTRY

### 5 MARKET OVERVIEW

*Extruded Snacks Market by Type (Simply extruded, Expanded, Co-extruded), Raw Material (Wheat, Potato, Corn, Oa...*

## 5.1 INTRODUCTION

## 5.2 MARKET DYNAMICS

### 5.2.1 DRIVERS

5.2.1.1 Changing consumer lifestyles and consumption patterns increase the need for convenience in foods

5.2.1.2 Expansion of the retail industry resulting in a huge number of hypermarkets and supermarkets across the globe

5.2.1.3 Immense growth in the disposable income of consumers encourages impulse purchases

### 5.2.2 RESTRAINTS

5.2.2.1 Increased cost of raw material and production

### 5.2.3 OPPORTUNITIES

5.2.3.1 Increase in the demand for healthy snacks

5.2.3.2 Technological advancements in extrusion & processing

5.2.3.3 Government initiatives and investments to fuel the demand for processed and extruded food

### 5.2.4 CHALLENGES

5.2.4.1 High competition from local players of an unorganized market

5.2.4.2 Lack of transport and infrastructure support in emerging markets

## 5.3 REGULATIONS

## 5.4 SUPPLY CHAIN

## 5.5 YC-YCC SHIFT

## 6 EXTRUDED SNACKS MARKET, BY TYPE

### 6.1 INTRODUCTION

### 6.2 SIMPLY EXTRUDED SNACKS

6.2.1 TRADITIONALLY ONE OF THE HIGHEST CONSUMED EXTRUDED SNACK GLOBALLY

### 6.3 EXPANDED SNACKS

6.3.1 THERE HAS BEEN A RISING DEMAND FOR BAKED EXPANDED SNACKS

### 6.4 CO-EXTRUDED SNACKS

6.4.1 ON-THE-GO SNACKING TREND HAS BEEN DRIVING ITS DEMAND

## 7 EXTRUDED SNACKS MARKET, BY RAW MATERIAL

### 7.1 INTRODUCTION

### 7.2 WHEAT

7.2.1 HEALTH-CONSCIOUS CONSUMERS PREFER MORE OF WHEAT-BASED SNACKS

7.3 POTATO

7.3.1 POTATO IS THE MOST POPULAR INGREDIENT FOR EXTRUDED SNACKS

7.4 CORN

7.4.1 CORN IS HEALTHIER THAN POTATO AS A RAW MATERIAL FOR EXTRUDED SNACKS

7.5 MULTIGRAIN

7.5.1 MULTIGRAIN SNACKS ARE BECOMING A POPULAR CHOICE AMONG HEALTH-CONSCIOUS CONSUMERS

7.6 OATS

7.6.1 AWARENESS OF HEALTH BENEFITS OF OATS MAKES IT A PREFERRED OPTION AMONG YOUNG CONSUMERS

7.7 RICE

7.7.1 RICE IS ONE OF THE POPULAR CHOICES IN ASIA PACIFIC

7.8 OTHER RAW MATERIALS

## **8 EXTRUDED SNACKS MARKET, BY METHOD OF MANUFACTURING**

8.1 INTRODUCTION

8.2 SINGLE SCREW

8.2.1 EASY MAINTENANCE AND LOW OPERATION COST DRIVE THE USE OF SINGLE-SCREW EXTRUDERS

8.3 TWIN SCREW

8.3.1 GREATER FLEXIBILITY AND HIGHER PRODUCTIVITY DRIVE THE USE OF TWIN-SCREW EXTRUDERS

## **9 EXTRUDED SNACKS MARKET, BY DISTRIBUTION CHANNEL**

9.1 INTRODUCTION

9.2 HYPERMARKETS & SUPERMARKETS

9.2.1 ONE-STOP DESTINATION THAT IS COMPLEMENTARY TO IMPULSIVE BUYING IN THE MILLENNIAL GENERATION

9.3 CONVENIENCE STORES

9.3.1 FAST SHOPPING, FAST EXIT COMPLEMENT NEWER LIFESTYLES

9.4 E-COMMERCE PLATFORMS

9.4.1 A HIGH-GROWTH OPPORTUNITY FOR EXTRUDED SNACKS

9.5 OTHER DISTRIBUTION CHANNELS

## 10 EXTRUDED SNACKS MARKET, BY REGION

### 10.1 INTRODUCTION

### 10.2 NORTH AMERICA

#### 10.2.1 US

10.2.1.1 High consumption of snacks by the millennial generation is causing the extruded snacks market to flourish in the US

#### 10.2.2 CANADA

10.2.2.1 The snack industry in Canada is expanding due to its export of snacks to other countries

#### 10.2.3 MEXICO

10.2.3.1 The increase in awareness of healthy snacks consumption is driving the extruded snacks market in Mexico

### 10.3 EUROPE

#### 10.3.1 UK

10.3.1.1 Busy lifestyles of consumers boosting the demand for snacks in the country

#### 10.3.2 GERMANY

10.3.2.1 High-income levels of consumers driving the market

#### 10.3.3 FRANCE

10.3.3.1 Availability of a wide variety of snacks

#### 10.3.4 ITALY

10.3.4.1 The Increasing number of the working population is a market driver

#### 10.3.5 SPAIN

10.3.5.1 Innovations in vegetable snacks driving growth

#### 10.3.6 NETHERLANDS

10.3.6.1 Changing lifestyles of consumers resulting in the rise in demand for snacks

#### 10.3.7 REST OF EUROPE

### 10.4 ASIA PACIFIC

#### 10.4.1 CHINA

10.4.1.1 Dramatic change in consumer lifestyles in the urban areas drives the growth of extruded snacks market

#### 10.4.2 JAPAN

10.4.2.1 The easy accessibility to supermarkets and hypermarkets in Japan has caused the snack market to acquire a larger market share

#### 10.4.3 INDIA

10.4.3.1 Millennial population is the prime reason for the high demand for snacks

#### 10.4.4 INDONESIA

10.4.4.1 Affordable price and easy availability of raw materials leading to the fast growth of the extruded snacks market in Indonesia



#### 10.4.5 AUSTRALIA

10.4.5.1 Demand for high-value and gourmet products has caused the extruded snack industry in Australia to witness significant growth

#### 10.4.6 NEW ZEALAND

10.4.6.1 Consumer willingness to pay for better-quality savory snacks is driving the innovation in the snack industry

#### 10.4.7 REST OF ASIA PACIFIC

### 10.5 SOUTH AMERICA

#### 10.5.1 BRAZIL

10.5.1.1 Sophistication and high value associated with packaged snack products drives the Brazilian snack market

#### 10.5.2 ARGENTINA

10.5.2.1 Wide range of product launches in the country in recent past

#### 10.5.3 REST OF SOUTH AMERICA

### 10.6 REST OF THE WORLD

#### 10.6.1 MIDDLE EAST

10.6.1.1 International brands occupy a larger share in the Middle East

#### 10.6.2 AFRICA

10.6.2.1 Low disposable income across a few African countries limits growth opportunities

## 11 COMPETITIVE LANDSCAPE

### 11.1 OVERVIEW

### 11.2 COMPETITIVE LEADERSHIP MAPPING

#### 11.2.1 TERMINOLOGY/NOMENCLATURE

11.2.1.1 Visionary leaders

11.2.1.2 Innovators

11.2.1.3 Dynamic differentiators

11.2.1.4 Emerging companies

#### 11.2.2 STRENGTH OF PRODUCT PORTFOLIO

### 11.3 RANKING OF KEY PLAYERS

### 11.4 COMPETITIVE SCENARIO

11.4.1 NEW PRODUCT LAUNCHES

11.4.2 EXPANSIONS & INVESTMENTS

11.4.3 ACQUISITIONS

11.4.4 JOINT VENTURES

## 12 COMPANY PROFILES

(Business overview, Products offered, Recent Developments, SWOT analysis, Right to Win)\*

- 12.1 CALBEE, INC.
- 12.2 PEPSICO, INC.
- 12.3 KELLOGG COMPANY
- 12.4 CAMPBELL SOUP COMPANY
- 12.5 GENERAL MILLS, INC.
- 12.6 ITC LIMITED
- 12.7 GRUPO BIMBO, S.A.B. DE C.V.
- 12.8 OLD DUTCH FOODS INC.
- 12.9 LORENZ SNACK-WORLD
- 12.10 AMICA CHIPS S.P.A.
- 12.11 UNIVERSAL ROBINA CORPORATION
- 12.12 BALANCE FOODS, INC.
- 12.13 JFC INTERNATIONAL
- 12.14 BALLREICH SNACK FOOD COMPANY
- 12.15 BARREL O' FUN SNACK FOODS CO., INC.
- 12.16 CHIPITA S.A.
- 12.17 TROPICAL HEAT
- 12.18 GRIFFIN'S FOODS LIMITED
- 12.19 ICA FOODS INTERNATIONAL
- 12.20 SAN CARLO

\*Details on Business overview, Products offered, Recent Developments, SWOT analysis, Right to Win might not be captured in case of unlisted companies.

## **13 APPENDIX**

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 AVAILABLE CUSTOMIZATIONS
- 13.4 RELATED REPORTS
- 13.5 AUTHOR DETAILS

## List Of Tables

### LIST OF TABLES

TABLE 1 USD EXCHANGE RATES, 2014–2018

TABLE 2 REGULATIONS ON THE USE OF FOOD ADDITIVES IN SNACKS

TABLE 3 EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 4 SIMPLY EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026  
(USD MILLION)

TABLE 5 EXPANDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (USD  
MILLION)

TABLE 6 EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (USD  
MILLION)

TABLE 7 EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026  
(USD MILLION)

TABLE 8 EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 9 EXTRUDED WHEAT SNACKS MARKET SIZE, BY REGION, 2017–2026  
(USD MILLION)

TABLE 10 EXTRUDED WHEAT SNACKS MARKET SIZE, BY REGION, 2017–2026  
(KT)

TABLE 11 EXTRUDED POTATO SNACKS MARKET SIZE, BY REGION, 2017–2026  
(USD MILLION)

TABLE 12 EXTRUDED POTATO SNACKS MARKET SIZE, BY REGION, 2017–2026  
(KT)

TABLE 13 EXTRUDED CORN SNACKS MARKET SIZE, BY REGION, 2017–2026  
(USD MILLION)

TABLE 14 EXTRUDED CORN SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 15 EXTRUDED MULTIGRAIN SNACKS MARKET SIZE, BY REGION,  
2017–2026 (USD MILLION)

TABLE 16 EXTRUDED MULTIGRAIN SNACKS MARKET SIZE, BY REGION,  
2017–2026 (KT)

TABLE 17 EXTRUDED OATS SNACKS MARKET SIZE, BY REGION, 2017–2026  
(USD MILLION)

TABLE 18 EXTRUDED OATS SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 19 EXTRUDED RICE SNACKS MARKET SIZE, BY REGION, 2017–2026 (USD  
MILLION)

TABLE 20 EXTRUDED RICE SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 21 OTHER RAW MATERIALS EXTRUDED SNACKS MARKET SIZE, BY  
REGION, 2017–2026 (USD MILLION)

TABLE 22 OTHER RAW MATERIALS EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 23 DIFFERENCE BETWEEN SINGLE-SCREW AND TWIN-SCREW EXTRUDERS

TABLE 24 EXTRUDED SNACKS MARKET SIZE, BY METHOD OF MANUFACTURING, 2017–2026 (USD MILLION)

TABLE 25 EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 26 HYPERMARKETS & SUPERMARKETS MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 27 CONVENIENCE STORES MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 28 E-COMMERCE PLATFORMS MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 29 OTHER DISTRIBUTION CHANNELS MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 30 EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 31 EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 32 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (USD MILLION)

TABLE 33 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (KT)

TABLE 34 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 35 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 36 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 37 NORTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 38 US: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 39 US: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 40 CANADA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 41 CANADA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 42 MEXICO: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 43 MEXICO: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 44 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (USD MILLION)

TABLE 45 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (KT)

TABLE 46 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 47 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 48 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 49 EUROPE: EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 50 UK: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 51 UK: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 52 GERMANY: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 53 GERMANY: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 54 FRANCE: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 55 FRANCE: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 56 ITALY: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 57 ITALY: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 58 SPAIN: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 59 SPAIN: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 60 NETHERLANDS: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 61 NETHERLANDS: EXTRUDED SNACKS MARKET SIZE, BY TYPE,

2017–2026 (USD MILLION)

TABLE 62 REST OF EUROPE: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 63 REST OF EUROPE: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 64 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (USD MILLION)

TABLE 65 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (KT)

TABLE 66 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 67 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 68 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 69 ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 70 CHINA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 71 CHINA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 72 JAPAN: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 73 JAPAN: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 74 INDIA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 75 INDIA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 76 INDONESIA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 77 INDONESIA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 78 AUSTRALIA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 79 AUSTRALIA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 80 NEW ZEALAND: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 81 NEW ZEALAND: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 82 REST OF ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 83 REST OF ASIA PACIFIC: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 84 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (USD MILLION)

TABLE 85 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY COUNTRY, 2017–2026 (KT)

TABLE 86 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 87 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 88 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 89 SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 90 BRAZIL: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 91 BRAZIL: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 92 ARGENTINA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 93 ARGENTINA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 94 REST OF SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 95 REST OF SOUTH AMERICA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 96 ROW: EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (USD MILLION)

TABLE 97 ROW: EXTRUDED SNACKS MARKET SIZE, BY REGION, 2017–2026 (KT)

TABLE 98 ROW: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 99 ROW: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (KT)

TABLE 100 ROW: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)



TABLE 101 ROW: EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2017–2026 (USD MILLION)

TABLE 102 MIDDLE EAST: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 103 MIDDLE EAST: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 104 AFRICA: EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2017–2026 (USD MILLION)

TABLE 105 AFRICA: EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2017–2026 (USD MILLION)

TABLE 106 NEW PRODUCT LAUNCHES, 2017

TABLE 107 EXPANSIONS & INVESTMENTS, 2017–2018

TABLE 108 ACQUISITIONS, 2017–2019

TABLE 109 JOINT VENTURES, 2017



## List Of Figures

### LIST OF FIGURES

FIGURE 1 EXTRUDED SNACKS MARKET: RESEARCH DESIGN

FIGURE 2 DATA TRIANGULATION METHODOLOGY

FIGURE 3 EXTRUDED SNACKS MARKET SNAPSHOT, BY RAW MATERIAL, 2019 VS. 2026 (VALUE)

FIGURE 4 EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2019 VS. 2026

FIGURE 5 EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2019 VS. 2026 (USD MILLION)

FIGURE 6 EXTRUDED SNACKS MARKET SIZE, BY METHOD OF MANUFACTURING, 2019 VS. 2026

FIGURE 7 ASIA PACIFIC TO GROW AT THE HIGHEST CAGR IN THE EXTRUDED SNACKS MARKET, 2019–2026

FIGURE 8 EXTRUDED SNACKS MARKET SHARE AND GROWTH, BY REGION

FIGURE 9 EXTRUDED SNACKS: AN EMERGING MARKET WITH STEADY-GROWTH POTENTIAL

FIGURE 10 ASIA PACIFIC TO GROW AT THE HIGHEST RATE IN THE EXTRUDED SNACKS MARKET FROM 2019 TO 2026

FIGURE 11 THE RICE SEGMENT, ON THE BASIS OF RAW MATERIAL, IS PROJECTED TO GROW THE FASTEST FROM 2019 TO 2026

FIGURE 12 THE SIMPLY EXTRUDED SNACKS SEGMENT TO ACCOUNT FOR THE LARGEST SHARE FROM 2019 TO 2026 (VALUE)

FIGURE 13 THE SIMPLY EXTRUDED SNACKS SEGMENT, ON THE BASIS OF TYPE, ACCOUNTED FOR THE LARGEST SHARE IN THE NORTH AMERICAN EXTRUDED SNACKS MARKET IN 2018

FIGURE 14 ASIA PACIFIC COUNTRIES ARE PROJECTED TO GROW AT HIGH RATES

DURING THE FORECAST PERIOD

FIGURE 15 PROCESS OF EXTRUSION

FIGURE 16 EXTRUDED SNACKS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 17 HOUSEHOLD DISPOSABLE INCOME, 2018 (USD/CAPITA)

FIGURE 18 FLUCTUATION IN THE PRICE OF POTATO IN SOUTH AFRICA, 2013–2018 (USD/TON)

FIGURE 19 OBESITY AMONG ADULTS, BY KEY COUNTRY, 2015

FIGURE 20 EXTRUDED SNACKS MARKET: SUPPLY CHAIN ANALYSIS

FIGURE 21 YC-YCC SHIFT FOR THE EXTRUDED SNACKS MARKET

FIGURE 22 EXTRUDED SNACKS MARKET SIZE, BY TYPE, 2019 VS. 2026 (USD MILLION)

FIGURE 23 EXTRUDED SNACKS MARKET SIZE, BY RAW MATERIAL, 2019 VS. 2026 (USD MILLION)

FIGURE 24 EXTRUDED SNACKS MARKET SIZE, BY METHOD OF MANUFACTURING, 2019 VS. 2026 (USD MILLION)

FIGURE 25 EXTRUDED SNACKS MARKET SIZE, BY DISTRIBUTION CHANNEL, 2019 VS. 2026 (USD MILLION)

FIGURE 26 THE US ACCOUNTED FOR THE LARGEST MARKET SHARE IN THE EXTRUDED SNACKS MARKET IN 2018

FIGURE 27 NORTH AMERICA: EXTRUDED SNACKS SNAPSHOT

FIGURE 28 ASIA PACIFIC: EXTRUDED SNACKS SNAPSHOT

FIGURE 29 KEY DEVELOPMENTS OF THE LEADING PLAYERS IN THE EXTRUDED SNACKS MARKET, 2017–2019

FIGURE 30 GLOBAL EXTRUDED SNACKS MARKET: COMPETITIVE LEADERSHIP MAPPING, 2018

FIGURE 31 EXTRUDED SNACKS MARKET: PLAYER RANKING IN 2018

FIGURE 32 MARKET EVALUATION FRAMEWORK, 2017–2019

FIGURE 33 CALBEE, INC.: COMPANY SNAPSHOT

FIGURE 34 PEPSICO, INC.: COMPANY SNAPSHOT

FIGURE 35 KELLOGG COMPANY: COMPANY SNAPSHOT

FIGURE 36 CAMPBELL SOUP COMPANY: COMPANY SNAPSHOT

FIGURE 37 GENERAL MILLS, INC.: COMPANY SNAPSHOT

FIGURE 38 ITC LIMITED: COMPANY SNAPSHOT

FIGURE 39 GRUPO BIMBO, S.A.B. DE C.V.: COMPANY SNAPSHOT

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