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Snack Pellets Market by Type (Potato, Corn, Rice, Tapioca, Multigrain), Form (Laminated, Tridimensional, Die-face, Gelatinized), Technique (Twin-screw extruder, Single-screw extruder), Flavor (Plain, Flavored, Nutritional), and Region – Global Forecast to 2023

https://marketpublishers.com/r/S080EA4778DEN.html
Date: November 2018
Pages: 150
Price: US$ 3,672.50 (Single User License)
ID: S080EA4778DEN

Abstracts

“The snack pellets market is projected to grow at a CAGR of 5.3%.”

The snack pellets market is estimated to account for about USD 2.0 billion in 2018 and is projected to grow at a CAGR of 5.3%, to reach about USD 2.5 billion by 2023. Hectic lifestyles of people and the need for on-the-go consumption have encouraged the savory snack manufacturing industry to produce new products that could meet these rising demands from the working-class consumers. In addition to this, the growing focus on facility expansion, marketing schemes, and information exchange programs for creating awareness to enhance the consumption of snack pellets have contributed to the growth of the market. Consumer preferences in emerging economies such as China, India, Brazil, and the Middle East have gradually transitioned from traditional home-made breakfasts and snacking meals to ready-to-eat products over the last couple of decades. However, high acrylamide content in snack foods is projected to inhibit the market growth during the forecast period.

“The potato segment is estimated to account for the largest share in the market in 2018.

On the basis of type, the snack pellets market is segmented into potato, corn, rice, tapioca, multigrain,and others. The potato segment is estimated to account for the

largest share in 2018. Potato starch is the most widely used ingredient in the production of snack pellets. This is due to the increasing demand for potato starch, as it contains longer starch chains in the amylopectin molecules, which enhances the quality of pellets. It also offers high bulk density, various flavors, and choices for consumers of all age groups.

“The die-face segment in the snack pellets market is projected to record the fastest growth through 2023.”

Based on form, the die-face segment recorded the fastest growth in the snack pellets market. Die-face technology offers shapes that require minute cuts & edges. This enables manufacturers to produce shapes of animals and cartoon characters, attracting another class of consumers comprising children. The market for these forms of products is growing fast, mainly due to the diversity of products in terms of shapes, textures, colors, and flavors.

“The snack pellets market is projected to witness a high growth in Asia Pacific during the forecast period.”

The snack pellets market in Asia Pacific is projected to witness the fastest growth during the forecast period, due to the rising awareness about snack pellets and technological advancements in the food & beverage industry. Availability of machinery for the production of high-quality products at economical prices in this region has created profitable growth opportunities for the snack pellets market.

Break-up of Primaries:

By Company Type: Tier 1 – 45 %, Tier 2 – 25%, and Tier 3 – 30%

By Designation: C Level – 47%, D Level – 24%, and Others* – 29%

By Region: North America – 20%, Europe –35%, Asia Pacific – 35% and RoW** – 10%

*Others include sales managers, marketing managers, and product managers.
**RoW- includes South America and the Middle East & Africa

Leading players profiled in this report:

Limagrain C?r?ales Ingr?dients (France)

Liven S.A. (Spain)

Grupo Michel (Mexico)

Leng d'Or S.A. (Spain)

Pellsnack-Products GmbH (Germany)

J. R. Short Milling (US)

Pasta Foods Ltd (UK)

Noble Agro Food Products Ltd (India)

Bach Snacks s.a.l. (Lebanon)

Mafin Spa (Italy)

Le Caselle S.p.A. (Italy)

Van Marcke Foods (the Netherlands)

Research Coverage:

The report segments the snack pellets market on the basis of type, form, technique, flavor, and region. To offer valuable insights, this report has focused on various levels of analysis—competitive landscape, end-use analysis, and company profiles—which together comprise and discuss views on the emerging & high-growth segments of the snack pellets market, the high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

Reasons to buy this report:

To get a comprehensive overview of the snack pellets market

To gain wide information about the top players in this industry, their product

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portfolios, and the key strategies adopted by them

To gain insights about the major countries/regions in which the snack pellets market is flourishing

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About

The report, “Snack Pellets Market by Type (Potato, Corn, Tapioca, Rice, Mixed Grains, and Others) & Geography - Global Trend & Forecast to 2019” defines and segments the snack pellets market with analyses and projection of the market size, in terms of value and volume.

The global snack pellets market is projected to exceed $7 billion by 2019 at a CAGR of 5.9% from 2014 to 2019.

Leading players in snack pellets market include:

Akkel Group

Grupo Industrial Michel

Groupe Limagrain Holding S.A.

Intersnack Knabbergebäck GmbH

Quality Pellets A/S

Snack pellets are those unexpanded and semi-finished products that are mostly cooked by hot air expansion or by frying into ready-to-eat snacks through extrusion process. Snack pellets are preferred by snack manufacturers owing to their high stability, longer shelf life, and bulk density. This makes snack pellets convenient for storage and transport when compared to snacks made by direct expansion.

The snack pellets are available in wide range of base ingredients such as potato, corn, tapioca, rice, and mixed grains. Snack pellets are available in various textures, from soft and crispy to hard and crunchy, depending on the method of processing; especially drying. The snack pellets market is estimated to grow with the increasing awareness of promotional schemes, knowledge extension programs related to raw material, processing unit, and emerging snack pellets trends, and demand for healthy ready-to-

eat snacks by the consumers.

This report focuses on the snack pellets market for the F&B industry and food service industry. The Snack pellets Market was segmented on the basis of types and geography.

On the basis of types

- Potato
- Corn
- Tapioca
- Rice
- Mixed grains
- Others (cereals, legumes, and vegetables, among others)

On the basis of geography

- North America
- Europe
- Asia-Pacific
- Latin America
- Africa
- Rest of the World (ROW)

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Product name: Snack Pellets Market by Type (Potato, Corn, Rice, Tapioca, Multigrain), Form (Laminated, Tridimensional, Die-face, Gelatinized), Technique (Twin-screw extruder, Single-screw extruder), Flavor (Plain, Flavored, Nutritional), and Region – Global Forecast to 2023

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