

# **Crickets Market by Product (Whole Crickets, Cricket Powder), Species (House Cricket), Application (Processed Whole Crickets, Protein Supplement Powder, Cricket Protein Bars, Beverages), End Use (Human Nutrition, Animal Nutrition) - Global Forecast to 2029**

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## **Abstracts**

Crickets Market by product (whole crickets, cricket powder), species (house cricket), application (processed whole crickets, protein supplement powder, cricket protein bars, beverages), end use (human nutrition, animal nutrition) — Global Forecasts to 2029

The research report titled “Crickets Market by product (whole crickets, cricket powder), species (house cricket), application (processed whole crickets, protein supplement powder, cricket protein bars, beverages), end use (human nutrition, animal nutrition) — Global Forecasts to 2029” provides in-depth analysis of the crickets market in five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2029.

The Global Crickets Market is expected to reach \$3.50 Billion by 2029 and grow at a CAGR of 28.6% during the forecast period of 2022 to 2029.

This market is driven by factors, including the growing emission of greenhouse gases from livestock and poultry, the rising demand for cricket-based food products, and the high nutritional value of crickets. In addition, emerging economies, such as Southeast Asia, the Middle East & Africa, and Latin America offer significant growth opportunities for crickets stakeholders.

Many developing nations still face significant problems with hunger and malnutrition due to the unavailability of food sources. For instance, according to the World Health Organization, in 2020, 149 million children under five were estimated to be stunted (too short for age), 45 million were estimated to be wasted (too thin for height), and 38.9 million were overweight or obese. Crickets are a rich source of protein and vitamins, and they contain a high level of calcium, iron, and zinc. Thus, crickets could be an invaluable part of diets in countries that struggle with malnutrition.

The study offers a comprehensive analysis of the global crickets market based on product, species, application, end use, and geography. The global crickets market is mainly segmented by product (whole crickets, cricket powder, cricket meal, and other products), species (house cricket [*acheta domesticus*] and other species [*gryllus* & others]), application (processed whole crickets, protein supplement powder, animal feed and pet food products, cricket protein bars and protein shakes, bakery products and snacks, beverages, and other applications), end use (human consumption, animal nutrition, and other end use), and geography. The study also evaluates industry competitors and analyses the market at the country level.

Based on product, the crickets market is segmented into whole crickets, cricket powder, cricket meal, and other products. The whole crickets segment is estimated to account for the largest share of the global crickets market in 2022.

However, the cricket powder segment is expected to grow at the highest CAGR during the forecast period. The high growth is mainly attributed to the ease of handling during the incorporation in various food products and the wide range of applications in various food and animal food products.

Based on species, the crickets market is mainly segmented into house cricket (*Acheta domesticus*) and other species (*Gryllus* and others). In 2022, the house crickets segment is expected to account for the larger share of the global crickets market. The large share of this segment is mainly attributed to the high nutritional value of house crickets in human and animal nutrition, low cost, and the rising acceptance, approval, and production for this cricket species as food and feed.

Based on application, the global crickets market is segmented into processed whole crickets, animal feed and pet food products, protein supplement powder, cricket protein bars and protein shakes, bakery products, snacks, beverages, and other applications. The processed whole crickets segment is expected to command the largest share of the global crickets market in 2022. The large share of this segment is mainly attributed to

the wide availability of whole crickets, the growing consumption of cricket-based foods, and the high nutritional value of crickets in human consumption.

However, the cricket protein bars and protein shakes segment is expected to grow at the fastest CAGR during the forecast period. The increasing demand for protein bars derived from edible insects, especially crickets, is mainly attributed to the rapid proliferation of health & fitness clubs, the growing awareness regarding healthy lifestyles, and the increasing consumer preference towards ready-to-eat food products.

Based on end use, the global crickets market is segmented into human consumption, animal nutrition, and other end uses. In 2022, the human consumption segment is expected to account for the largest share of the crickets market. The large share of this segment is attributed to the increasing demand for innovative & sustainable food items to meet the exponentially growing global population, the high nutritional value of crickets, the growing demand for eco-friendly alternative sources of protein, and the rising awareness about the benefits & need for high protein foods.

Based on geography, the crickets market is segmented into five major regions: North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. In 2022, Asia-Pacific is estimated to account for the largest share of the global crickets market. The large market share of this region is attributed to the well-established commercial farming market for cricket, especially in Thailand, the availability of diverse cricket species & huge production, the positive attitude towards crickets as food & feed, absence of regulatory barriers on using crickets as food & feed, and the presence of key market players. However, the North American crickets market is expected to record the highest CAGR during the forecast period.

The key players operating in the global crickets market are KRECA (Part of Protifarm Holding NV) (Netherlands), Entomo Farms (Canada), Aspire Food Group (U.S.), All Things Bugs, LLC (U.S.), EntoCube OY (Finland), Armstrong Cricket Farm Georgia (U.S.), Cricket Lab Limited (U.K.), Global Bugs Asia Co. Ltd. (Thailand), JR Unique Foods Ltd. (Thailand), Protix B.V. (Netherlands), and Cricket Foods (U.K.), and Entogama (Lithuania).

Key questions answered in the report-

Which are the high-growth market segments in terms of the product, species, application, end use, and geography?

What is the historical market for crickets across the globe?

What are the market forecasts and estimates for the period of 2022–2029?

What are the major drivers, restraints, challenges, and opportunities in the global crickets market?

Who are the major players in various countries, and what market shares do they hold?

How is the competitive landscape?

What are the recent developments in the global crickets market?

What are the different strategies adopted by the major players in the market?

What are the key geographic trends, and which are the high-growth countries?

Who are the local emerging players in the global crickets market, and how do they compete with the other players?

## Scope of the report

### Crickets Market, by Product

Whole Crickets

Cricket Powder

Cricket Meal

Other Products

### Crickets Market, by Species

House Cricket (*Acheta Domesticus*)

Other Species (Gryllus and Others)

Crickets Market, by Application

Processed Whole Crickets

Protein Supplement Powder

Animal Feed and Pet Food Products

Cricket Protein Bars and Protein Shakes

Bakery Products and Snacks

Cricket Beverages

Other Applications

Crickets Market, by End Use

Human Consumption

Animal Nutrition

Other End Uses

Crickets Market, by Geography

Asia-Pacific (APAC)

Thailand

China

South Korea

Vietnam

Rest of Asia-Pacific (RoAPAC)

Europe

Netherlands

Belgium

France

U.K.

Denmark

Finland

Germany

Rest of Europe (RoE)

North America

U.S.

Canada

Latin America

Middle East & Africa

## Contents

### 1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Ecosystem
- 1.3. Currency
- 1.4. Key Stakeholders

### 2. RESEARCH METHODOLOGY

- 2.1. Research Approach
- 2.2. Data Collection & Validation
  - 2.2.1. Secondary Research
  - 2.2.2. Primary Research
- 2.3. Market Assessment
  - 2.3.1. Market Size Estimation
    - 2.3.1.1. Bottom-Up Approach
    - 2.3.1.2. Top-Down Approach
    - 2.3.1.3. Growth Forecast
- 2.4. Assumptions for the Study
- 2.5. Limitations for the Study

### 3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Segment Analysis
  - 3.2.1. Crickets Market, by Product
  - 3.2.2. Crickets Market, by Species
  - 3.2.3. Crickets Market, by Application
  - 3.2.4. Crickets Market, by End Use
- 3.3. Crickets Market: Regional Analysis
  - 3.3.1. Competitive Landscape & Market Competitors

### 4. MARKET INSIGHTS

- 4.1. Introduction
- 4.2. Drivers
  - 4.2.1. Growing Emission of Greenhouse Gases from Livestock and Poultry

- 4.2.2. High Nutritional Value of Crickets
- 4.2.3. Rising Demand for Cricket-Based Food Products
- 4.3. Restraints
  - 4.3.1. Lack of Standardized Regulatory Framework
  - 4.3.2. Psychological and Ethical Barriers to Insects as Food
- 4.4. Challenges
  - 4.4.1. Lack of Awareness
- 4.5. Opportunities
  - 4.5.1. Emerging Economies
- 4.6. Regulatory Analysis
  - 4.6.1. North America
    - 4.6.1.1. U.S.
    - 4.6.1.2. Canada
  - 4.6.2. Europe
  - 4.6.3. Asia-Pacific
  - 4.6.4. Rest of the World
- 4.7. Impact of Covid-19 on the Crickets Market
- 4.8. Pricing Analysis of Cricket Products, by Country, 2021 (USD/Kg)
- 4.9. Key Regions Suitable for Raising Crickets and Key Selection Factors
- 4.10. Crickets Social Issues and Way Ahead

## **5. GLOBAL CRICKETS MARKET, BY PRODUCT**

- 5.1. Introduction
- 5.2. Whole Cricket
- 5.3. Cricket Powder
- 5.4. Cricket Meal
- 5.5. Other Products

## **6. GLOBAL CRICKETS MARKET, BY SPECIES**

- 6.1. Introduction
- 6.2. House Cricket (*Acheta Domesticus*)
- 6.3. Other Species (*Gryllus* and Others)

## **7. GLOBAL CRICKETS MARKET, BY APPLICATION**

- 7.1. Introduction
- 7.2. Processed Whole Crickets



- 7.3. Protein Supplement Powder
- 7.4. Animal Feed and Pet Food Products
- 7.5. Cricket Protein Bars and Protein Shakes
- 7.6. Bakery Products and Snacks
- 7.7. Beverages
- 7.8. Other Applications

## **8. GLOBAL CRICKETS MARKET, BY END USE**

- 8.1. Introduction
- 8.2. Human Consumption
- 8.3. Animal Nutrition
- 8.4. Other End Uses

## **9. CRICKETS MARKET, BY GEOGRAPHY**

- 9.1. Introduction
- 9.2. Asia-Pacific
  - 9.2.1. Thailand
  - 9.2.2. China
  - 9.2.3. South Korea
  - 9.2.4. Vietnam
  - 9.2.5. Rest of Asia-Pacific
- 9.3. Europe
  - 9.3.1. The Netherlands
  - 9.3.2. Belgium
  - 9.3.3. France
  - 9.3.4. U.K.
  - 9.3.5. Denmark
  - 9.3.6. Finland
  - 9.3.7. Germany
  - 9.3.8. Rest of Europe
- 9.4. North America
  - 9.4.1. U.S.
  - 9.4.2. Canada
- 9.5. Latin America
- 9.6. Middle East & Africa

## **10. COMPETITIVE LANDSCAPE**

- 10.1. Introduction
- 10.2. Competitive Benchmarking

## **11. COMPANY PROFILES (BUSINESS OVERVIEW, FINANCIAL OVERVIEW, PRODUCT PORTFOLIO, AND STRATEGIC DEVELOPMENTS)**

- 11.1. Krecia (Part of Protifarm Holding Nv)
- 11.2. Entomo Farms
- 11.3. Aspire Food Group
- 11.4. All Things Bugs, LLC
- 11.5. EntoCube Oy
- 11.6. Armstrong Crickets Georgia
- 11.7. Cricket Lab Limited
- 11.8. Global Bugs Asia Co., Ltd.
- 11.9. Jr Unique Foods Ltd.
- 11.10. Protix B.V.
- 11.11. Cricket Foods
- 11.12. Entogama

## **12. APPENDIX**

- 12.1. Questionnaire
- 12.2. Available Customization

## List Of Tables

### LIST OF TABLES

- Table 1 Global Crickets Market Drivers, Impact Analysis (2022–2029)
- Table 2 Nutritional Value of Insects and Animals, Mg/100g
- Table 3 Global Crickets Market Restraints: Impact Analysis (2022–2029)
- Table 4 Crickets Price, by Product and by Country, 2021 (USD/Kg)
- Table 5 Global Crickets Market Size, by Product, 2020-2029 (USD Million)
- Table 6 Global Crickets Market Size, by Product, 2020-2029 (Tonnes)
- Table 7 Whole Crickets Market Size, by Country/Region, 2020-2029 (USD Million)
- Table 8 Whole Crickets Market Size, by Country/Region, 2020-2029 (Tonnes)
- Table 9 Cricket Powder Market Size, by Country/Region, 2020-2029 (USD Million)
- Table 10 Cricket Powder Market Size, by Country/Region, 2020-2029 (Tonnes)
- Table 11 Cricket Meal Market Size, by Country/Region, 2020-2029 (USD Million)
- Table 12 Cricket Meal Market Size, by Country/Region, 2020-2029 (Tonnes)
- Table 13 Other Cricket Products Market Size, by Country/Region, 2020-2029 (USD Million)
- Table 14 Global Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 15 House Crickets Market Size, by Country/Region, 2020–2029 (USD Million)
- Table 16 Other Cricket Species (Gryllus and Others) Market Size, by Country/Region, 2020–2029 (USD Million)
- Table 17 Global Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 18 Crickets Market Size for Processed Whole Crickets, by Country/Region, 2020–2029 (USD Million)
- Table 19 Crickets Market Size for Protein Supplement Powder, by Country/Region, 2020–2029 (USD Million)
- Table 20 Crickets Market Size for Animal Feed and Pet Food Products, by Country/Region, 2020–2029 (USD Million)
- Table 21 Crickets Market Size for Cricket Protein Bars and Protein Shakes, by Country/Region, 2020–2029 (USD Million)
- Table 22 Crickets Market Size for Bakery Products and Snacks, by Country/Region, 2020–2029 (USD Million)
- Table 23 Crickets Market Size for Beverages, by Country/Region, 2020–2029 (USD Million)
- Table 24 Crickets Market Size for Other Applications, by Country/Region, 2020–2029 (USD Million)
- Table 25 Global Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 26 Crickets Market Size for Human Consumption, by Country/Region, 2020–2029

(USD Million)

Table 27 Cricket Species as Feed for Animals and Pets

Table 28 Crickets Market Size for Animal Nutrition, by Country/Region, 2020–2029  
(USD Million)

Table 29 Crickets Market Size for other End Uses, by Country/Region, 2020–2029  
(USD Million)

Table 30 Crickets Market Size, by Country/Region, 2020–2029 (USD Million)

Table 31 Crickets Market Size, by Country/Region, 2020–2029 (Tonnes)

Table 32 Asia-Pacific: Crickets Market Size, by Country, 2020–2029 (USD Million)

Table 33 Asia-Pacific: Crickets Market Size, by Country, 2020–2029 (Tonnes)

Table 34 Asia-Pacific: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 35 Asia-Pacific: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 36 Asia-Pacific: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 37 Asia-Pacific: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 38 Asia-Pacific: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 39 Thailand: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 40 Thailand: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 41 Thailand: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 42 Thailand: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 43 Thailand: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 44 China: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 45 China: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 46 China: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 47 China: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 48 China: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 49 South Korea: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 50 South Korea: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 51 South Korea: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 52 South Korea: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 53 South Korea: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 54 Vietnam: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 55 Vietnam: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 56 Vietnam: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 57 Vietnam: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 58 Vietnam: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 59 Rest of Asia-Pacific: Crickets Market Size, by Product, 2020–2029 (USD  
Million)

Table 60 Rest of Asia-Pacific: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 61 Rest of Asia-Pacific: Crickets Market Size, by Species, 2020–2029 (USD

Million)

Table 62 Rest of Asia-Pacific: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 63 Rest of Asia-Pacific: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 64 Europe: Crickets Market Size, by Country, 2020–2029 (USD Million)

Table 65 Europe: Crickets Market Size, by Country, 2020–2029 (Tonnes)

Table 66 Europe: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 67 Europe: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 68 Europe: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 69 Europe: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 70 Europe: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 71 The Netherlands: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 72 The Netherlands: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 73 The Netherlands: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 74 The Netherlands: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 75 The Netherlands: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 76 Belgium: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 77 Belgium: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 78 Belgium: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 79 Belgium: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 80 Belgium: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 81 France: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 82 France: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 83 France: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 84 France: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 85 France: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 86 U.K.: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 87 U.K.: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 88 U.K.: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 89 U.K.: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 90 U.K.: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 91 Denmark: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 92 Denmark: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 93 Denmark: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 94 Denmark: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 95 Denmark: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 96 Finland: Crickets Market Size, by Product, 2020–2029 (USD Million)



- Table 97 Finland: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 98 Finland: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 99 Finland: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 100 Finland: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 101 Germany: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 102 Germany: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 103 Germany: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 104 Germany: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 105 Germany: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 106 Rest of Europe: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 107 Rest of Europe: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 108 Rest of Europe: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 109 Rest of Europe: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 110 Rest of Europe: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 111 North America: Crickets Market Size, by Country, 2020–2029 (USD Million)
- Table 112 North America: Crickets Market Size, by Country, 2020–2029 (Tonnes)
- Table 113 North America: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 114 North America: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 115 North America: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 116 North America: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 117 North America: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 118 U.S.: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 119 U.S.: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 120 U.S.: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 121 U.S.: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 122 U.S.: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 123 Canada: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 124 Canada: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 125 Canada: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 126 Canada: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 127 Canada: Crickets Market Size, by End Use, 2020–2029 (USD Million)
- Table 128 Latin America: Crickets Market Size, by Product, 2020–2029 (USD Million)
- Table 129 Latin America: Crickets Market Size, by Product, 2020–2029 (Tonnes)
- Table 130 Latin America: Crickets Market Size, by Species, 2020–2029 (USD Million)
- Table 131 Latin America: Crickets Market Size, by Application, 2020–2029 (USD Million)
- Table 132 Latin America: Crickets Market Size, by End Use, 2020–2029 (USD Million)

Table 133 Middle East & Africa: Crickets Market Size, by Product, 2020–2029 (USD Million)

Table 134 Middle East & Africa: Crickets Market Size, by Product, 2020–2029 (Tonnes)

Table 135 Middle East & Africa: Crickets Market Size, by Species, 2020–2029 (USD Million)

Table 136 Middle East & Africa: Crickets Market Size, by Application, 2020–2029 (USD Million)

Table 137 Middle East & Africa: Crickets Market Size, by End Use, 2020–2029 (USD Million)

## List Of Figures

### LIST OF FIGURES

Figure 1 Research Process

Figure 2 Key Secondary Sources

Figure 3 Primary Research Techniques

Figure 4 Key Executives Interviewed

Figure 5 Breakdown of Primary Interviews (Supply-Side & Demand-Side)

Figure 6 Market Sizing and Growth Forecast Approach

Figure 7 In 2022, the Whole Crickets Segment Expected to Dominate the Market

Figure 8 House Crickets Segment to Grow at the Highest CAGR During the Forecast Period.

Figure 9 The Processed Whole Crickets Segment is Estimated to Account for the Largest Share of the Crickets Market

Figure 10 The Human Consumption Segment is Estimated to Account for the Largest Share of the Crickets Market.

Figure 11 Crickets Market Scenario, by Geography, 2022

Figure 12 Market Dynamics

Figure 13 Key Regions Suitability for Raising Crickets, by Parameters

Figure 14 Global Crickets Market Size, by Product, 2022-2029 (USD Million)

Figure 15 Global Crickets Market Size, by Product, 2022-2029 (Tonnes)

Figure 16 Global Crickets Market Size, by Species, 2022–2029 (USD Million)

Figure 17 Global Crickets Market Size, by Application, 2022–2029 (USD Million)

Figure 18 Global Crickets Market Size, by End Use, 2022–2029 (USD Million)

Figure 19 Crickets Market Size, by Region, 2022–2029 (USD Million)

Figure 20 Crickets Market Size, by Region, 2022–2029 (Tonnes)

Figure 21 Asia-Pacific: Crickets Market Snapshot

Figure 22 Europe: Crickets Market Snapshot

Figure 23 North America: Crickets Market Snapshot

Figure 25 Crickets Market: Competitive Benchmarking of Key Players, by Product Type

Figure 26 Crickets Market: Competitive Benchmarking of Key Players, by Geography



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