

# **Healthy Snacks Market by Type (Cereal & Granola Bars, Nuts, Meat, Biscuits, Cookies), Product Claim (Gluten free, Low fat), Packaging Type (Wraps, Boxes), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores) - Global Forecast to 2029**

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## **Abstracts**

Healthy Snacks Market by Type (Cereal & Granola Bars, Nuts, Meat, Biscuits, Cookies), Product Claim (Gluten free, Low fat), Packaging Type (Wraps, Boxes), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores) - Global Forecast to 2029

The research report titled, 'Healthy Snacks Market by Type (Cereal & Granola Bars, Nuts, Meat, Biscuits, Cookies), Product Claim (Gluten free, Low fat), Packaging Type (Wraps, Boxes), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores) - Global Forecast to 2029,' provides an in-depth analysis of the healthy snacks market across five major geographies and emphasizes on the current market trends, market sizes, market shares, recent developments, and forecasts till 2029.

The Healthy Snacks Market is expected to reach \$152.08 billion by 2029, at a CAGR of 6.5% from 2022 to 2029.

The growth of this market is attributed to the growing health consciousness among consumers, the rising demand for functional/healthy foods, and the increasing popularity of convenience foods & on-the-go snacking. Furthermore, emerging economies in Latin America, Asia, and the Middle East & Africa and the increasing sales of products through online channels are expected to provide significant opportunities for the growth

of this market.

The study offers a comprehensive analysis of the healthy snacks market based on type, product claim, packaging type, distribution channel, and geography.

The healthy snacks market is segmented by type (cereal & granola bars, nuts & seeds, dried fruits, meat snacks, biscuits & cookies, trail mix snacks, and other healthy snack types), product claim (gluten-free, low-fat, sugar-free, and other product claims), packaging type (wraps, pouches, boxes, and other packaging types), distribution channel (supermarkets & hypermarkets, convenience stores, specialty stores, online channels, and other distribution channels), and geography. The study also evaluates industry competitors and analyzes the market at the country level.

Based on type, the healthy snacks market is segmented into cereal & granola bars, nuts & seeds, dried fruits, meat snacks, biscuits & cookies, trail mix snacks, and other healthy snack types. The meat snacks segment is expected to witness significant growth during the forecast period. The growth of this segment is driven by the growing global consumption of meat, rising inclination toward spicy, salty, and specific-flavored snacks, and increasing demand for protein-rich meat products due to health consciousness among consumers.

Based on product claim, the healthy snacks market is segmented into gluten-free, low-fat, sugar-free, and other product claims. In 2022, the gluten-free segment is expected to account for the largest share of the healthy snacks market. The large market share of this segment is attributed to the rising incidence of celiac disease, the health benefits associated with gluten-free products, the growing prevalence of irritable bowel syndrome (IBS), and the increasing demand for gluten-free products among millennials.

Based on packaging type, the healthy snacks market is segmented into wraps, pouches, boxes, and other packaging types. In 2022, the wraps segment is expected to account for the largest share of the healthy snacks market. The large market share of this segment is attributed to the rising demand for on-the-go and fast food due to busy lifestyles and expanding food packaging industry. In addition, wrapped packaging keeps the food fresh and warm for a longer period and makes it easy to store, resulting in the increased demand for this type of packaging.

Based on distribution channel, the healthy snacks market is segmented into supermarkets & hypermarkets, convenience stores, specialty stores, online channels, and other distribution channels. In 2022, the supermarkets & hypermarkets segment is

expected to account for the largest share of the healthy snacks market. However, the online channels segment is expected to register significant growth during the forecast period. The growth of this segment is attributed to the growing preference for personalization, the convenience offered by online channels, the availability of greater discounts compared to offline stores, and a greater product selection experience.

Based on geography, the market is segmented into five major regions: North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. The major market share of North America is attributed to its well-established food industry, the growing health awareness among consumers, the increasing prevalence of celiac disease, the growing demand for gluten-free healthy snacks, the rising demand for clean-label healthy snacks, and the easy availability of healthy snacks at grocery stores.

The key players operating in the healthy snacks market include General Mills, Inc. (U.S.), Mondelez International, Inc. (U.S.), Nestlé S.A. (Switzerland), Unilever PLC (U.K.), Kellogg Company (U.S.), Tyson Foods, Inc. (U.S.), The Hain Celestial Group, Inc. (U.S.), Hormel Foods Corporation (U.S.), B&G Foods, Inc. (U.S.), Del Monte Foods Inc. (U.S.), PepsiCo, Inc. (U.S.), KIND LLC (U.S.), Danone S.A. (France), and Select Harvests Limited (Australia).

Scope of the Report:

#### Healthy Snacks Market, by Type

Cereal & Granola Bars

Nuts & Seeds

Dried Fruits

Meat Snacks

Biscuits & Cookies

Trail Mix Snacks

Other Healthy Snack Types

## Healthy Snacks Market, by Product Claim

Gluten-free

Low-fat

Sugar-free

Other Product Claims

## Healthy Snacks Market, by Packaging Type

Wraps

Pouches

Boxes

Other Packaging Types

## Healthy Snacks Market, by Distribution Channel

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online Channels

Other Distribution Channels

## Healthy Snacks Market, by Geography

North America

U.S.

Canada

Europe

U.K.

Germany

France

Italy

Spain

Rest of Europe (RoE)

Asia-Pacific

Japan

India

China

South Korea

Australia

Rest of Asia-Pacific (RoAPAC)

Latin America

Mexico

Brazil

Argentina

Rest of Latin America (RoLATAM)

Middle East & Africa (MEA)

#### Key Questions Answered in the Report:

Which are the high-growth market segments in terms of type, product claim, packaging type, distribution channel, and geography?

What is the historical market size for the healthy snacks market?

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

What are the major drivers, restraints, opportunities, and challenges in the healthy snacks market?

Who are the major players in the market, and what are their market shares?

Who are the major players in various countries, and what are their market shares?

How is the competitive landscape for the healthy snacks market?

What are the recent developments in the healthy snacks 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 healthy snacks market, and how do they compete with other players?

#### Related Reports:

Gluten-free Products Market by Type (Bakery Products; Snacks, Savoury, & RTE Products; Pizzas & Pastas), Form (Solid, Liquid), Distribution Channel (Convenience

*Healthy Snacks Market by Type (Cereal & Granola Bars, Nuts, Meat, Biscuits, Cookies), Product Claim (Gluten fr...*

Stores, Specialty Stores, Online Channels), and Source - Global Forecast to 2029

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Sugar-free Products Market by Type (Beverages, Food Products, Tabletop, Others); Sweetening Type (Sugar Substitute-sweetened Sugar-free Products, Naturally Sweetened); Distribution Channel (Supermarkets & Hypermarkets, Others) - Global Forecasts to 2029

<https://www.meticulousresearch.com/product/sugar-free-products-market-5335>

Meat-based FPP Market by Type (Hot Dogs & Sausages, Nuggets, Bacon, Strips, Meatballs, Burger Patties, Wings), Source (Pork, Beef & Veal, Chicken), and Distribution Channel (Business-to-Business [B2B], Business-to-Consumer [B2C]) - Global Forecast to 2029

<https://www.meticulousresearch.com/product/meat-based-fpp-market-5268>

Meat Substitute Market by Product Type (Tofu, TVP, Burger Patties, Sausages, Meatballs, Nuggets), Source (Soy Protein, Wheat Protein), and Distribution Channel (Business to Business and Business to Customers) - Global Forecast To 2027

<https://www.meticulousresearch.com/product/meat-substitute-market-4969>

Plant-based Food Market by Type (Dairy Alternatives, Plant-based Meat, Meals, Confectionery, Beverages, Egg Substitutes, Seafood), Source (Soy, Wheat, Pea, Rice), Distribution Channel (B2B, B2C [Convenience Store, Online Retail])—Global Forecast to 2029

<https://www.meticulousresearch.com/product/plant-based-food-products-market-5108>

Frozen Food Market by Product (Ready Meals, Meat & Poultry, Seafood, Dairy Products, Bakery Products, Vegetables, and Fruits), Type (Raw, Half-cooked, and Ready-to-eat), and Distribution Channel (B2B and B2C) - Global Forecast to 2029

<https://www.meticulousresearch.com/product/frozen-food-market-5313>

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