

Extruded Snacks Market Forecasts to 2034 – Global Analysis By Product (Corn-Based Snacks, Rice-Based Snacks, Potato-Based Snacks, Multigrain Snacks, Pulse-Based Snacks, Other Products), By Form, By Flavor, By Distribution Channel, By End User and By Geography

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Abstracts

According to Statistics MRC, the Global Extruded Snacks Market is accounted for \$68.5 billion in 2026 and is expected to reach \$108.2 billion by 2034 growing at a CAGR of 5.9% during the forecast period. Extruded Snacks are processed food products created using extrusion technology, where raw ingredients such as corn, rice, wheat, or pulses are cooked under high temperature and pressure and shaped into various forms. Common examples include puffs, curls, and chips. These snacks offer convenience, long shelf life, and diverse flavors and textures. Manufacturers increasingly incorporate healthier ingredients such as whole grains, plant proteins, and reduced-fat formulations. Extruded snacks are popular due to affordability, portability, and innovation in taste, making them a key segment in the global snack food market.

Market Dynamics:

Driver:

Growing demand for convenient snacks

Consumers increasingly prefer quick, portable options that fit into busy lifestyles. Extruded snacks such as puffs, chips, and sticks offer variety, affordability, and wide availability. Urbanization and changing dietary habits are fueling consumption across

demographics. Marketing campaigns highlighting taste and convenience further boost adoption. This rising preference for on-the-go snacking continues to propel global market growth.

Restraint:

Fluctuating raw material prices

Ingredients such as corn, wheat, and rice are subject to supply chain disruptions and seasonal variations. Rising costs directly impact production margins and retail pricing. Manufacturers face challenges in maintaining affordability while ensuring quality. Price instability discourages long-term planning and investment. These fluctuations continue to hinder consistent market expansion.

Opportunity:

Development of healthy snack alternatives

Consumers are increasingly seeking low-fat, high-protein, and fiber-rich options. Manufacturers are innovating with baked, multigrain, and fortified extruded snacks. Functional ingredients such as probiotics and plant-based proteins are gaining traction. E-commerce platforms are enabling wider distribution of niche health-focused products. This shift toward wellness-oriented snacking is expected to drive premium adoption and diversification in the sector.

Threat:

Intense competition among snack brands

Established players and emerging startups are continuously launching new flavors and formats. Price wars and aggressive promotions erode margins. Consumer loyalty is fragmented due to abundant choices. Counterfeit and low-quality alternatives further challenge brand credibility. This competitive environment continues to pressure profitability and differentiation.

Covid-19 Impact:

The Covid-19 pandemic had mixed effects on the extruded snacks market. Supply chain disruptions impacted production and distribution. However, increased at-home

consumption during lockdowns boosted demand for packaged snacks. Consumers sought affordable comfort foods, driving sales of extruded products. Online channels became critical as physical retail faced restrictions. Overall, Covid-19 accelerated digital adoption while highlighting supply chain vulnerabilities.

The puffs segment is expected to be the largest during the forecast period

The puffs segment is expected to account for the largest market share during the forecast period as they are widely consumed across age groups. Their affordability, variety of flavors, and ease of availability make them highly popular. Manufacturers continue to innovate with healthier formulations and premium flavor profiles. Retail penetration of puffs is stronger compared to other extruded categories. Rising demand for convenient snacking further reinforces this segment's dominance.

The foodservice providers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the foodservice providers segment is predicted to witness the highest growth rate due to increasing integration of extruded snacks into quick-service menus. Restaurants, cafes, and fast-food chains are offering extruded snacks as side dishes and add-ons. Rising demand for on-the-go meals is fueling adoption in foodservice channels. Partnerships between manufacturers and foodservice providers are expanding product visibility. Premium offerings such as healthier snack options are boosting growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share supported by high snack consumption rates and strong purchasing power. Consumers in the U.S. and Canada are highly receptive to new flavors and formats. Established brands and retail networks are driving innovation in the region. Marketing campaigns and product diversification further strengthen adoption. Strong demand for both traditional and health-oriented snacks ensures steady growth. These factors collectively secure North America's leadership in market share.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rapid urbanization and rising disposable incomes. Countries such as

China, India, and Indonesia are witnessing surging demand for affordable extruded snacks. Growing youth population and changing dietary habits are fueling consumption. Local startups are entering the market with cost-effective offerings, expanding accessibility. Expansion of e-commerce platforms is further supporting distribution.

Key players in the market

Some of the key players in Extruded Snacks Market include PepsiCo, Inc., Kellogg Company, Nestlé S.A., ITC Limited, Balaji Wafers Pvt. Ltd., Intersnack Group GmbH & Co. KG, Lorenz Snack-World, Calbee, Inc., Hain Celestial Group, Campbell Soup Company, General Mills, Inc., Utz Brands, Inc., Snack Factory LLC, Orkla ASA and Herr Foods Inc.

Key Developments:

In December 2025, Mars, Inc. completed its landmark \$36 billion acquisition of Kellanova. This transformative deal brought Kellanova's extruded snack brands, including Pringles and Cheez-It, together with Mars' confectionery portfolio to create a global snacking powerhouse

In February 2025, PepsiCo launched 'Flavor Swap,' its first product line developed in direct collaboration with content creators like Madison Beer and iShowSpeed, blending flavors across its core brands. The new extruded snack varieties include Lay's-flavored Cheetos and Doritos-flavored Ruffles, which debuted exclusively on TikTok Shop.

Products Covered:

Corn-Based Snacks

Rice-Based Snacks

Potato-Based Snacks

Multigrain Snacks

Pulse-Based Snacks

Other Products

Forms Covered:

Puffs

Twists

Rings

Sticks

Flakes

Other Forms

Flavors Covered:

Savory

Sweet

Spicy

Cheese

Barbecue

Other Flavors

Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Online Retail

Specialty Stores

Other Distribution Channels

End Users Covered:

Households

Foodservice Providers

Institutional Buyers

Retail Chains

Hotels & Restaurants

Catering Services

Other End Users

Regions Covered:

North America

United States

Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL EXTRUDED SNACKS MARKET, BY PRODUCT

- 5.1 Corn-Based Snacks
- 5.2 Rice-Based Snacks
- 5.3 Potato-Based Snacks
- 5.4 Multigrain Snacks
- 5.5 Pulse-Based Snacks
- 5.6 Other Products

6 GLOBAL EXTRUDED SNACKS MARKET, BY FORM

- 6.1 Puffs
- 6.2 Twists
- 6.3 Rings
- 6.4 Sticks
- 6.5 Flakes
- 6.6 Other Forms

7 GLOBAL EXTRUDED SNACKS MARKET, BY FLAVOR

- 7.1 Savory
- 7.2 Sweet
- 7.3 Spicy
- 7.4 Cheese
- 7.5 Barbecue
- 7.6 Other Flavors

8 GLOBAL EXTRUDED SNACKS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Supermarkets & Hypermarkets
- 8.2 Convenience Stores
- 8.3 Online Retail
- 8.4 Specialty Stores
- 8.5 Other Distribution Channels

9 GLOBAL EXTRUDED SNACKS MARKET, BY END USER

- 9.1 Households
- 9.2 Foodservice Providers
- 9.3 Institutional Buyers
- 9.4 Retail Chains
- 9.5 Hotels & Restaurants
- 9.6 Catering Services
- 9.7 Other End Users

10 GLOBAL EXTRUDED SNACKS MARKET, BY GEOGRAPHY

- 10.1 North America
 - 10.1.1 United States
 - 10.1.2 Canada
 - 10.1.3 Mexico
- 10.2 Europe
 - 10.2.1 United Kingdom
 - 10.2.2 Germany
 - 10.2.3 France
 - 10.2.4 Italy
 - 10.2.5 Spain
 - 10.2.6 Netherlands
 - 10.2.7 Belgium
 - 10.2.8 Sweden
 - 10.2.9 Switzerland
 - 10.2.10 Poland
 - 10.2.11 Rest of Europe
- 10.3 Asia Pacific
 - 10.3.1 China
 - 10.3.2 Japan
 - 10.3.3 India
 - 10.3.4 South Korea
 - 10.3.5 Australia
 - 10.3.6 Indonesia
 - 10.3.7 Thailand
 - 10.3.8 Malaysia
 - 10.3.9 Singapore
 - 10.3.10 Vietnam

- 10.3.11 Rest of Asia Pacific
- 10.4 South America
 - 10.4.1 Brazil
 - 10.4.2 Argentina
 - 10.4.3 Colombia
 - 10.4.4 Chile
 - 10.4.5 Peru
 - 10.4.6 Rest of South America
- 10.5 Rest of the World (RoW)
 - 10.5.1 Middle East
 - 10.5.1.1 Saudi Arabia
 - 10.5.1.2 United Arab Emirates
 - 10.5.1.3 Qatar
 - 10.5.1.4 Israel
 - 10.5.1.5 Rest of Middle East
 - 10.5.2 Africa
 - 10.5.2.1 South Africa
 - 10.5.2.2 Egypt
 - 10.5.2.3 Morocco
 - 10.5.2.4 Rest of Africa

11 STRATEGIC MARKET INTELLIGENCE

- 11.1 Industry Value Network and Supply Chain Assessment
- 11.2 White-Space and Opportunity Mapping
- 11.3 Product Evolution and Market Life Cycle Analysis
- 11.4 Channel, Distributor, and Go-to-Market Assessment

12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

- 12.1 Mergers and Acquisitions
- 12.2 Partnerships, Alliances, and Joint Ventures
- 12.3 New Product Launches and Certifications
- 12.4 Capacity Expansion and Investments
- 12.5 Other Strategic Initiatives

13 COMPANY PROFILES

- 13.1 PepsiCo, Inc.

- 13.2 Kellogg Company
- 13.3 Nestlé S.A.
- 13.4 ITC Limited
- 13.5 Balaji Wafers Pvt. Ltd.
- 13.6 Intersnack Group GmbH & Co. KG
- 13.7 Lorenz Snack-World
- 13.8 Calbee, Inc.
- 13.9 Hain Celestial Group
- 13.10 Campbell Soup Company
- 13.11 General Mills, Inc.
- 13.12 Utz Brands, Inc.
- 13.13 Snack Factory LLC
- 13.14 Orkla ASA
- 13.15 Herr Foods Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Extruded Snacks Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global Extruded Snacks Market, By Product (2023–2034) (\$MN)

Table 3 Global Extruded Snacks Market, By Corn-Based Snacks (2023–2034) (\$MN)

Table 4 Global Extruded Snacks Market, By Rice-Based Snacks (2023–2034) (\$MN)

Table 5 Global Extruded Snacks Market, By Potato-Based Snacks (2023–2034) (\$MN)

Table 6 Global Extruded Snacks Market, By Multigrain Snacks (2023–2034) (\$MN)

Table 7 Global Extruded Snacks Market, By Pulse-Based Snacks (2023–2034) (\$MN)

Table 8 Global Extruded Snacks Market, By Other Products (2023–2034) (\$MN)

Table 9 Global Extruded Snacks Market, By Form (2023–2034) (\$MN)

Table 10 Global Extruded Snacks Market, By Puffs (2023–2034) (\$MN)

Table 11 Global Extruded Snacks Market, By Twists (2023–2034) (\$MN)

Table 12 Global Extruded Snacks Market, By Rings (2023–2034) (\$MN)

Table 13 Global Extruded Snacks Market, By Sticks (2023–2034) (\$MN)

Table 14 Global Extruded Snacks Market, By Flakes (2023–2034) (\$MN)

Table 15 Global Extruded Snacks Market, By Other Forms (2023–2034) (\$MN)

Table 16 Global Extruded Snacks Market, By Flavor (2023–2034) (\$MN)

Table 17 Global Extruded Snacks Market, By Savory (2023–2034) (\$MN)

Table 18 Global Extruded Snacks Market, By Sweet (2023–2034) (\$MN)

Table 19 Global Extruded Snacks Market, By Spicy (2023–2034) (\$MN)

Table 20 Global Extruded Snacks Market, By Cheese (2023–2034) (\$MN)

Table 21 Global Extruded Snacks Market, By Barbecue (2023–2034) (\$MN)

Table 22 Global Extruded Snacks Market, By Other Flavors (2023–2034) (\$MN)

Table 23 Global Extruded Snacks Market, By Distribution Channel (2023–2034) (\$MN)

Table 24 Global Extruded Snacks Market, By Supermarkets & Hypermarkets
(2023–2034) (\$MN)

Table 25 Global Extruded Snacks Market, By Convenience Stores (2023–2034) (\$MN)

Table 26 Global Extruded Snacks Market, By Online Retail (2023–2034) (\$MN)

Table 27 Global Extruded Snacks Market, By Specialty Stores (2023–2034) (\$MN)

Table 28 Global Extruded Snacks Market, By Other Distribution Channels (2023–2034)
(\$MN)

Table 29 Global Extruded Snacks Market, By End User (2023–2034) (\$MN)

Table 30 Global Extruded Snacks Market, By Households (2023–2034) (\$MN)

Table 31 Global Extruded Snacks Market, By Foodservice Providers (2023–2034)
(\$MN)

Table 32 Global Extruded Snacks Market, By Institutional Buyers (2023–2034) (\$MN)

Table 33 Global Extruded Snacks Market, By Retail Chains (2023–2034) (\$MN)

Table 34 Global Extruded Snacks Market, By Hotels & Restaurants (2023–2034) (\$MN)

Table 35 Global Extruded Snacks Market, By Catering Services (2023–2034) (\$MN)

Table 36 Global Extruded Snacks Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) are also represented in the same manner as above.

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