

# **Low-Calorie Snacks Market Forecasts to 2030 – Global Analysis By Product Type (Sweet Snacks, Savory Snacks and Other Product Types), Source (Plant-Based, Animal-Based, Marine and Other Sources), Nature, Packaging Type, Sales Channel and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Low-Calorie Snacks Market is accounted for \$12.97 billion in 2024 and is expected to reach \$28.93 billion by 2030 growing at a CAGR of 14.3% during the forecast period. Low-calorie snacks have gained significant popularity due to increasing health consciousness and the rising demand for healthier alternatives to traditional snack foods. These snacks are a great option for people trying to control their weight or keep a balanced diet because they usually have fewer calories per serving. Low-calorie snacks, which are frequently made with natural, whole ingredients like fruits, vegetables, nuts, and seeds, provide a satisfying crunch or taste without sacrificing flavor.

According to the American Heart Association (AHA) also highlights the importance of low-calorie snacks in maintaining heart health. Data from the AHA suggests that reducing calorie intake can help lower the risk of heart disease, which affects over 121 million adults in the United States.

Market Dynamics:

Driver:

Growing lifestyle illnesses and obesity

One of the main drivers of consumer's adoption of healthier eating habits is the growing incidence of obesity and lifestyle-related diseases worldwide. The World Health Organization (WHO) reports that obesity rates have increased dramatically in many nations, especially in urban areas where sedentary lifestyles and unhealthy eating patterns are common. Low-calorie snacks are thought to be a sensible option for anyone attempting to control or reduce their weight. Furthermore, as conditions like type 2 diabetes, high blood pressure, and high cholesterol become more common, more people are looking for snacks that will help them better control their blood sugar levels and improve their general health.

Restraint:

Expensive price point

Low-calorie snacks frequently have a higher cost when compared to more conventional snack options, which is one of the major obstacles to their widespread adoption. The use of premium ingredients, such as plant-based substitutes, organic produce, or clean-label formulations, in these products can raise production costs. The cost factor restricts the market's potential for growth, particularly in emerging markets where affordability is a key factor, even though some consumers are willing to pay more for healthier options. Moreover, the growth of the low-calorie snack industry may also be hampered by price-conscious consumers choosing more affordable, high-calorie snacks as household budgets tighten and inflationary pressures rise.

Opportunity:

Cooperation with influencers in fitness and health

Influencer marketing has grown to be a potent instrument for increasing consumer engagement and product awareness, especially in the health and wellness sector. Low-calorie snack companies can reach a wider and more focused audience by working with wellness bloggers, personal trainers, and nutritionists, among other health and fitness influencers. Brands can increase their credibility and appeal to a health-conscious audience by partnering with well-known personalities in the wellness and health sector. Additionally, low-calorie snack companies have an enormous opportunity to collaborate with influencers to raise sales and brand awareness as influencer-driven campaigns proliferate.

### Threat:

#### Strong competition from well-known brands

The fierce competition from well-known snack brands that currently control a large portion of the market is one of the biggest risks facing the low-calorie snack industry. Large corporations that manufacture classic snack foods like cookies, candy, and chips have the financial means to introduce low-calorie substitutes under their current trademarks. Because of the strong consumer loyalty and trust that these well-known brands already enjoy, it is challenging for new, smaller businesses to gain market share. Furthermore, these big businesses can quickly launch new low-calorie products at competitive prices by utilizing their marketing power, economies of scale, and distribution networks, which disadvantages smaller, niche competitors.

### Covid-19 Impact:

The COVID-19 pandemic had both beneficial and negative effects on the market for low-calorie snacks. On the one hand, as consumers' health concerns and lifestyle changes brought on by the lockdown increased, the pandemic accelerated the demand for healthier food options. Since fitness facilities and gyms were closed, many people resorted to eating low-calorie snacks to keep their weight stable and strengthen their immune systems. Additionally, a rise in online shopping and a greater emphasis on wellness gave low-calorie snack companies a chance to grow their online presence. However, for some manufacturers, production delays and higher prices resulted from logistical difficulties, ingredient shortages, and supply chain disruptions.

The Sweet Snacks segment is expected to be the largest during the forecast period

The Sweet Snacks segment is expected to account for the largest market share during the forecast period, driven by a robust consumer desire for sugar-conscious eating habits and healthier indulgences. Low-calorie protein bars, fruit-based snacks, sugar-free chocolates, and diet-friendly cookies have become more popular as a result of consumers actively looking for alternatives to traditional high-sugar snacks due to the rising prevalence of lifestyle diseases like diabetes and obesity. A wide range of consumers can now enjoy delicious, low-calorie sweet snacks owing to the growth of natural sweeteners like stevia and monk fruit. Moreover, the desire for guilt-free indulgences has been fueled by the growing influence of social media and wellness trends, making sweet snacks a dominant force in the low-calorie market.

The Plant-Based segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Plant-Based segment is predicted to witness the highest growth rate, driven by consumers growing awareness of sustainability and health benefits, as well as the global shift toward plant-based diets. Plant-based, low-calorie snacks like protein bars, nut-based snacks, fruit snacks, and plant-derived chips have become increasingly popular as vegan, vegetarian, and flexitarian lifestyles become more popular. The adoption of plant-based substitutes has been further accelerated by the rising demand for clean-label, non-GMO, and allergy-free products. Furthermore, the taste, texture, and nutritional profile of plant-based snacks have been improved by developments in food technology, increasing their appeal to general consumers.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by the widespread availability of creative low-calorie snack options, a strong preference for convenient snacking, and a high level of consumer awareness of health and wellness. Concerns about diabetes, rising obesity rates, and the growing popularity of plant-based and clean-label foods have all contributed to the region's increased demand for healthier options. Market dominance is also influenced by the existence of significant market players, vast retail networks, and a thriving e-commerce industry. Moreover, low-calorie snack consumption has also increased in the United States and Canada due to changing dietary habits brought on by social media and fitness trends.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa (MEA) region is anticipated to exhibit the highest CAGR. Rising health consciousness, urbanization, and a shift in dietary preferences toward healthier food options are the main drivers of the growth. Because obesity, diabetes, and other lifestyle-related illnesses are becoming more common, there is a growing demand for low-calorie snacks in nations like South Africa, Saudi Arabia, and the United Arab Emirates. Consumer interest in high-end, useful, and plant-based snack substitutes is also being fueled by the growing middle class and rising disposable incomes. Additionally, low-calorie snack products are now easier to find and more accessible owing to the region's fast expansion of supermarkets, organized retail chains, and e-commerce sites.

## Key players in the market

Some of the key players in Low-Calorie Snacks market include Archer-Daniels-Midland Company, The Kraft Heinz Company, Unilever PLC, Nestle S.A., Kellogg Company, Danone S.A., General Mills, Inc., Cargill, Incorporated, Hain Celestial Group, Inc., Ingredion Incorporated, B&G Foods, Inc., Mondelez International, Inc., Conagra Brands, Inc., Tyson Foods Inc. and Hormel Foods Corporation.

## Key Developments:

In February 2024, Kraft Heinz Company has signed an agreement with Carlton Power, the UK energy infrastructure development company, to study the development of a renewable green hydrogen plant at its Kitt Green manufacturing plant in Wigan, Greater Manchester.

In December 2023, Unilever announced it has signed an agreement to acquire the premium biotech haircare brand K18. This marks another step in the optimisation of Unilever's portfolio towards higher growth areas. K18 is a fast-growing brand that sits at the intersection of beauty and biotechnology.

In June 2023, Singapore-based Cargill Metals has entered into a multiyear agreement with Sweden-based industrial startup H2 Green Steel for the supply of green steel. The companies say the agreement aims to accelerate global ferrous supply chain decarbonization.

## Product Types Covered:

Sweet Snacks

Savory Snacks

Other Product Types

## Sources Covered:

Plant-Based

Animal-Based

Marine

Other Sources

Natures Covered:

Organic

Conventional

Packaging Types Covered:

Bags

Boxes

Pouches

Cans

Jars

Other Packaging Types

Sales Channels Covered:

B2B (Direct Sales)

B2C (Indirect Sales)

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & 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 2022, 2023, 2024, 2026, and 2030
- 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

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