

Millet Snacks Market Forecasts to 2032 – Global Analysis By Product Type (Puffs & Extruded Snacks, Chips & Crisps, Energy Bars & Granola, Cookies & Biscuits, Breakfast Cereals and Other Product Types), Millet Type, Packaging Type, Distribution Channel and By Geography

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Abstracts

According to Statistics MRC, the Global Millet Snacks Market is accounted for \$2.8 billion in 2025 and is expected to reach \$3.9 billion by 2032 growing at a CAGR of 4.6% during the forecast period. Millet snacks are nutritious food products made from various millet grains, offering a healthier alternative to conventional processed snacks. Known for their rich fiber, protein, and essential minerals, these snacks support digestion and overall well-being. Available in diverse forms such as crackers, puffs, and bars, millet-based snacks cater to health-conscious consumers seeking sustainable and gluten-free options. Their natural antioxidants and low glycemic index make them ideal for balanced diets while promoting eco-friendly farming practices.

Market Dynamics:

Driver:

Growing popularity due to their high nutritional value

Millet is rich in fiber, protein, essential minerals, and antioxidants, making them a preferred choice for individuals looking for nutrient-dense options. Their gluten-free nature and low glycemic index further enhance their appeal, particularly among those with dietary restrictions or lifestyle preferences. Additionally, the rise in plant-based diets

and sustainable food consumption is fueling interest in millet snacks, as they align with eco-friendly agricultural practices.

Restraint:

Lack of consumer awareness

Many consumers remain unaware of the advantages of millets compared to traditional grains, leading to slower adoption rates. Additionally, the perception that millet-based snacks may have a distinct taste or texture different from conventional options can deter potential buyers. The lack of widespread marketing campaigns and educational initiatives further contributes to this restraint, as millet snacks are often overshadowed by mainstream snack brands.

Opportunity:

Leveraging online platforms & direct-to-consumer channels

Online platforms enable brands to reach a wider audience, offering convenience and accessibility to health-conscious consumers. Digital marketing strategies, including social media promotions and influencer collaborations, are helping millet snack brands gain visibility and attract new customers. Subscription-based models and personalized nutrition services are also emerging, allowing consumers to explore millet-based snacks tailored to their dietary needs.

Threat:

Competition from established snack brands

Large-scale snack manufacturers have extensive distribution networks, strong brand recognition, and aggressive marketing strategies, making it challenging for millet-based products to gain traction. Additionally, conventional snack brands are increasingly incorporating health-focused ingredients, including whole grains and plant-based components, further intensifying competition. Price sensitivity among consumers also plays a role, as millet-based snacks may be perceived as premium products compared to mass-market alternatives.

Covid-19 Impact:

The COVID-19 pandemic influenced consumer eating habits, leading to increased demand for healthier snack options, including millet-based products. As people became more conscious of nutrition and immunity-boosting foods, millet snacks gained popularity due to their rich nutrient profile. However, supply chain disruptions and logistical challenges affected production and distribution, causing temporary setbacks for manufacturers. The shift toward online grocery shopping and direct-to-consumer sales helped mitigate some of these challenges, allowing millet snack brands to maintain market presence.

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

The puffs & extruded snacks segment is expected to account for the largest market share during the forecast period as they are widely preferred due to their convenience, texture, and ability to incorporate multiple flavors, making them attractive to a broad consumer base. The extrusion process enhances the digestibility of millet, making it a suitable option for health-conscious consumers seeking an alternative to traditional processed snacks. Additionally, innovations in ingredient formulations are allowing manufacturers to enrich these products with vitamins, minerals, and protein, further boosting their nutritional profile.

The finger millet segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the finger millet segment is predicted to witness the highest growth rate due to its exceptional nutritional composition, particularly its high calcium, iron, and fiber content. This millet variety is increasingly incorporated into innovative snack formulations, including baked goods, chips, and granola bars, catering to consumers focused on functional foods. Additionally, growing awareness about its health benefits is encouraging both traditional and new-age food manufacturers to explore finger millet as a core ingredient.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to increasing consumer awareness of functional and gluten-free foods. The region has seen significant growth in demand for alternative grain-based snacks, with millet gaining recognition as a nutrient-rich ingredient. Health-conscious consumers are actively seeking plant-based minimally processed snack options which

have led to a rise in millet-based product offerings in major retail chains and online marketplaces.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR fueled by the region's rich agricultural heritage and the increasing adoption of millets in everyday diets. Countries such as India, China, and Japan are promoting millet consumption through government-led initiatives and awareness programs focused on sustainable food solutions. India, in particular, has a strong tradition of using millets like finger millet and pearl millet in traditional dishes, and this cultural familiarity is driving the integration of millet into modern snack formulations.

Key players in the market

Some of the key players in Millet Snacks Market include 24 Mantra Organic, Archer Daniels Midland Company, Avadata Organics, Bob's Red Mill, Cargill Incorporated, Cicer Food Products, General Mills, Inc, Kellogg Company, Kodo Foods, Mars Incorporated, Moon Foods, Nativefoodstore, Pristine Organics, PureLife Organics, Slurrp Farm, Soufull, Terra Greens and Urban Millets Pvt Ltd.

Key Developments:

In March 2025, Bob's Red Mill was named to Fast Company's list of the World's Most Innovative Companies of 2025, recognized for expanding its product line to include new flavors and formats such as Protein Oats and Signature Blends Baking Mixes.

In January 2025, General Mills announced collaboration with Totino's to launch a limited-edition pizza-flavored cereal, combining the savory taste of Totino's Pizza Rolls with the sweetness of Cinnamon Toast Crunch.

Product Types Covered:

Puffs & Extruded Snacks

Chips & Crisps

Energy Bars & Granola

Cookies & Biscuits

Breakfast Cereals

Other Product Types

Millet Types Covered:

Finger Millet (Ragi)

Proso Millet

Pearl Millet (Bajra)

Foxtail Millet

Kodo Millet

Little Millet

Barnyard Millet

Packaging Types Covered:

Single-serve Packs

Pouches

Boxes

Jars

Multi-packs

Distribution Channels Covered:

Convenience Stores

Supermarkets/Hypermarkets

Health Food Stores

Online Retail

Specialty & Organic Stores

Other Distribution Channels

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

Millet Snacks Market Forecasts to 2032 – Global Analysis By Product Type (Puffs & Extruded Snacks, Chips & Cri...

- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL MILLET SNACKS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Puffs & Extruded Snacks
- 5.3 Chips & Crisps
- 5.4 Energy Bars & Granola
- 5.5 Cookies & Biscuits
- 5.6 Breakfast Cereals
- 5.7 Other Product Types

6 GLOBAL MILLET SNACKS MARKET, BY MILLET TYPE

- 6.1 Introduction
- 6.2 Finger Millet (Ragi)
- 6.3 Proso Millet
- 6.4 Pearl Millet (Bajra)
- 6.5 Foxtail Millet
- 6.6 Kodo Millet
- 6.7 Little Millet
- 6.8 Barnyard Millet

7 GLOBAL MILLET SNACKS MARKET, BY PACKAGING TYPE

- 7.1 Introduction
- 7.2 Single-serve Packs
- 7.3 Pouches
- 7.4 Boxes
- 7.5 Jars
- 7.6 Multi-packs

8 GLOBAL MILLET SNACKS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Convenience Stores
- 8.3 Supermarkets/Hypermarkets
- 8.4 Health Food Stores
- 8.5 Online Retail
- 8.6 Specialty & Organic Stores
- 8.7 Other Distribution Channels

9 GLOBAL MILLET SNACKS MARKET, BY GEOGRAPHY

9.1 Introduction

9.2 North America

9.2.1 US

9.2.2 Canada

9.2.3 Mexico

9.3 Europe

9.3.1 Germany

9.3.2 UK

9.3.3 Italy

9.3.4 France

9.3.5 Spain

9.3.6 Rest of Europe

9.4 Asia Pacific

9.4.1 Japan

9.4.2 China

9.4.3 India

9.4.4 Australia

9.4.5 New Zealand

9.4.6 South Korea

9.4.7 Rest of Asia Pacific

9.5 South America

9.5.1 Argentina

9.5.2 Brazil

9.5.3 Chile

9.5.4 Rest of South America

9.6 Middle East & Africa

9.6.1 Saudi Arabia

9.6.2 UAE

9.6.3 Qatar

9.6.4 South Africa

9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

10.1 Agreements, Partnerships, Collaborations and Joint Ventures

10.2 Acquisitions & Mergers

10.3 New Product Launch

10.4 Expansions

10.5 Other Key Strategies

11 COMPANY PROFILING

11.1 24 Mantra Organic

11.2 Archer Daniels Midland Company

11.3 Avadata Organics

11.4 Bob's Red Mill

11.5 Cargill Incorporated

11.6 Cicer Food Products

11.7 General Mills, Inc

11.8 Kellogg Company

11.9 Kodo Foods

11.10 Mars Incorporated

11.11 Moon Foods

11.12 Nativefoodstore

11.13 Pristine Organics

11.14 PureLife Organics

11.15 Slurp Farm

11.16 Soulfull

11.17 Terra Greens

11.18 Urban Millets Pvt Ltd

List Of Tables

LIST OF TABLES

- Table 1 Global Millet Snacks Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Millet Snacks Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Millet Snacks Market Outlook, By Puffs & Extruded Snacks (2024-2032) (\$MN)
- Table 4 Global Millet Snacks Market Outlook, By Chips & Crisps (2024-2032) (\$MN)
- Table 5 Global Millet Snacks Market Outlook, By Energy Bars & Granola (2024-2032) (\$MN)
- Table 6 Global Millet Snacks Market Outlook, By Cookies & Biscuits (2024-2032) (\$MN)
- Table 7 Global Millet Snacks Market Outlook, By Breakfast Cereals (2024-2032) (\$MN)
- Table 8 Global Millet Snacks Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 9 Global Millet Snacks Market Outlook, By Millet Type (2024-2032) (\$MN)
- Table 10 Global Millet Snacks Market Outlook, By Finger Millet (Ragi) (2024-2032) (\$MN)
- Table 11 Global Millet Snacks Market Outlook, By Proso Millet (2024-2032) (\$MN)
- Table 12 Global Millet Snacks Market Outlook, By Pearl Millet (Bajra) (2024-2032) (\$MN)
- Table 13 Global Millet Snacks Market Outlook, By Foxtail Millet (2024-2032) (\$MN)
- Table 14 Global Millet Snacks Market Outlook, By Kodo Millet (2024-2032) (\$MN)
- Table 15 Global Millet Snacks Market Outlook, By Little Millet (2024-2032) (\$MN)
- Table 16 Global Millet Snacks Market Outlook, By Barnyard Millet (2024-2032) (\$MN)
- Table 17 Global Millet Snacks Market Outlook, By Packaging Type (2024-2032) (\$MN)
- Table 18 Global Millet Snacks Market Outlook, By Single-serve Packs (2024-2032) (\$MN)
- Table 19 Global Millet Snacks Market Outlook, By Pouches (2024-2032) (\$MN)
- Table 20 Global Millet Snacks Market Outlook, By Boxes (2024-2032) (\$MN)
- Table 21 Global Millet Snacks Market Outlook, By Jars (2024-2032) (\$MN)
- Table 22 Global Millet Snacks Market Outlook, By Multi-packs (2024-2032) (\$MN)
- Table 23 Global Millet Snacks Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 24 Global Millet Snacks Market Outlook, By Convenience Stores (2024-2032) (\$MN)
- Table 25 Global Millet Snacks Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)
- Table 26 Global Millet Snacks Market Outlook, By Health Food Stores (2024-2032)

(\$MN)

Table 27 Global Millet Snacks Market Outlook, By Online Retail (2024-2032) (\$MN)

Table 28 Global Millet Snacks Market Outlook, By Specialty & Organic Stores
(2024-2032) (\$MN)

Table 29 Global Millet Snacks Market Outlook, By Other Distribution Channels
(2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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