

Next-Generation Snack Foods Market Forecasts to 2034 – Global Analysis By Product Type (Protein Snacks, Plant-Based Snacks, Fermented Snacks, Functional Snacks, Upcycled Snacks and Other Product Types), Technology, Ingredient Source, Nutritional Attribute, Distribution Channel, and Geography

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Abstracts

According to Statistics MRC, the Global Next-Generation Snack Foods Market is accounted for \$8.5 billion in 2026 and is expected to reach \$19.8 billion by 2034 growing at a CAGR of 11.2% during the forecast period. Next-Generation Snack Foods encompass innovative snack products developed using advanced ingredients, novel processing methods, and new nutritional concepts. Products may include alternative-protein snacks, functional snacks, fermented snacks, upcycled ingredients, plant-based products, high-protein formulations, and snacks with targeted nutritional benefits. Manufacturers focus on combining convenience and appealing sensory characteristics with attributes such as higher protein, increased fiber, reduced sugar, or sustainable sourcing. These products are consumed between meals and as convenient options for energy, nutrition, and lifestyle-specific dietary needs. Changing consumer preferences are encouraging innovation beyond traditional snack categories. Advances in food biotechnology, ingredient processing, and formulation are creating new textures and flavor profiles. Brands are also exploring sustainable ingredients and personalized nutrition concepts to differentiate next-generation snack products.

Market Dynamics

Driver:

Growing demand for sustainable and nutritious snacks

Increasing consumer demand for snacks that deliver both nutrition and sustainability credentials is driving adoption of next-generation snack foods. Growing awareness of the environmental impact of traditional snack production supports market expansion for sustainable alternatives. Rising interest in novel protein sources including plant-based, fermented, and upcycled ingredients drives product innovation. Growing consumer expectations for clean-label and minimally processed snacks accelerate market growth. Advances in food technology enable new ingredient applications with improved taste and texture.

Restraint:

High production costs and consumer acceptance challenges

High production costs for next-generation ingredients and technologies present barriers to competitive pricing and mass-market adoption. Limited consumer familiarity with novel ingredients including mycelium and insect protein may affect acceptance. Regulatory approval requirements for novel food ingredients vary across regions and extend commercialization timelines. Scale-up challenges for emerging production technologies constrain supply availability. Consumer skepticism regarding novel ingredient safety and taste may limit adoption.

Opportunity:

Innovation in precision fermentation and upcycled ingredients

Innovation in precision fermentation and upcycled ingredient technologies presents significant growth opportunities for next-generation snack development. Precision fermentation enables production of functional proteins and ingredients with sustainability advantages. Growing availability of upcycled ingredients creates opportunities for differentiated products with circular economy credentials. Advances in extrusion and texturization technologies improve sensory properties of alternative protein snacks. Expansion into mainstream retail channels expands consumer access and trial.

Threat:

Competition from traditional and better-for-you snacks

Competition from traditional snacks and established better-for-you brands may limit adoption of next-generation snacks. Economic pressures may affect consumer willingness to pay premiums for novel products. Regulatory changes affecting novel

food approval may impact market development. Consumer skepticism regarding novel ingredients may affect adoption. Rapid growth of next-generation snacks attracts new entrants and intensifies competition.

Covid-19 Impact:

The COVID-19 pandemic accelerated interest in sustainable food systems and novel food technologies, driving investment in next-generation snack development. Growing consumer focus on health and immunity supported demand for functional snacks. The post-pandemic period has witnessed sustained interest in sustainable, nutritious snack options. E-commerce channels facilitated product discovery and trial for novel snack products. Growing focus on food system transformation continues driving innovation.

The protein snacks segment is expected to be the largest during the forecast period

The protein snacks segment is expected to account for the largest market share during the forecast period as protein snacks address growing consumer demand for high-protein nutrition in convenient formats. Growing interest in protein for satiety and muscle health drives market expansion. Advances in protein ingredient technology improve taste and texture of protein snacks. Established distribution channels and brand presence support segment leadership. Protein snacks represent the largest category within next-generation snacks.

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

Over the forecast period, the mycelium segment is predicted to witness the highest growth rate driven by increasing adoption of mycelium-based ingredients for sustainable protein snacks. Growing investment in mycelium production technology accelerates commercialization. Advances in formulation improve texture and taste of mycelium snacks. Consumer acceptance of mycelium-based products continues growing. Mycelium offers sustainability and nutritional advantages for snack applications.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to high consumer demand for sustainable and nutritious snacks, strong presence of next-generation snack brands, and advanced food technology

infrastructure. The United States hosts major next-generation snack companies with established product portfolios. High disposable incomes and sustainability consciousness reinforce regional market leadership. Growing demand for innovative snacks drives adoption across the region.

Region with highest CAGR:

Over the forecast period, the Europe region is anticipated to exhibit the highest CAGR driven by strong consumer focus on sustainability, regulatory support for novel foods, and growing demand for plant-based snacks. European consumers demonstrate high awareness of food sustainability and willingness to try innovative products. Growing regulatory support for alternative proteins accelerates market growth. Strong sustainability culture drives adoption of next-generation snacks across the region.

Key players in the market

Some of the key players in the Next-Generation Snack Foods Market include PepsiCo, Inc., Mondelez International, Inc., General Mills, Inc., Kellanova, The Hain Celestial Group, Inc., Danone S.A., Calbee, Inc., Quest Nutrition LLC, Perfect Day, Inc., NotCo, Planet A Foods, THIS Is Nutritious, Enlightened Foods and Clif Bar & Company.

Key Developments:

In August 2026, PepsiCo, Inc. launched a new line of mycelium-based protein snacks featuring improved texture and clean-label ingredients for health-conscious consumers.

In April 2026, NotCo introduced a range of plant-based functional snacks featuring AI-developed formulations with improved taste and nutritional profiles.

In January 2026, Perfect Day, Inc. expanded its animal-free protein portfolio with new snack applications featuring precision-fermented dairy proteins.

In July 2025, General Mills, Inc. launched upcycled ingredient snacks featuring spent grain and fruit byproducts for sustainability-conscious consumers.

In March 2025, Kellanova introduced a new line of fermented snacks featuring probiotic cultures for digestive health support.

In October 2024, Calbee, Inc. expanded its plant-based snack portfolio with new

products featuring algae-based proteins and sustainable ingredients.

Product Types Covered:

Protein Snacks

Plant-Based Snacks

Fermented Snacks

Functional Snacks

Upcycled Snacks

Other Product Types

Technologies Covered:

Precision Fermentation

Cell-Based Technology

Extrusion Technology

High-Pressure Processing

Advanced Drying

Other Technologies

Ingredient Sources Covered:

Plant-Based Ingredients

Algae

Mycelium

Insect Protein

Upcycled Ingredients

Other Ingredient Sources

Nutritional Attributes Covered:

High-Protein

High-Fiber

Low-Sugar

Clean-Label

Functional Nutrition

Other Nutritional Attributes

Distribution Channels Covered:

Supermarkets & Hypermarkets

Convenience Stores

Specialty Stores

Online Stores

Vending & Foodservice

Other Distribution Channels

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

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