

# **Pregnancy Snacks Market Forecasts to 2030 – Global Analysis By Product Type (Nutrient-Dense Snacks, Fresh & Natural Snacks, Baked Goods, Dried Fruits and Nuts, Packaged Snacks, Dairy-Based Snacks, Granola Bars, Cereals and Crackers and Other Product Types), Ingredient Type, Distribution Channel, Type of Packaging, Flavor and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Pregnancy Snacks Market is accounted for \$6.12 billion in 2024 and is expected to reach \$8.78 billion by 2030 growing at a CAGR of 6.2% during the forecast period. Pregnancy snacks are specially formulated foods designed to meet the nutritional needs of pregnant women. These snacks provide essential nutrients such as protein, fiber, vitamins, and minerals that support both maternal health and fetal development. They often contain key ingredients like folic acid, calcium, iron, and omega-3 fatty acids, which are vital during pregnancy. Pregnancy snacks are convenient, nutritious, and tailored to help manage common pregnancy symptoms, such as nausea or energy dips, while ensuring a healthy diet for expectant mothers.

According to the 2021 report of Mondelez International about snacking habits, 72% of people look for portion-controlled snacking options, which mean they require their nutrition needs to be fulfilled by snacking.

Market Dynamics:

Driver:

## Rising awareness of maternal health

The demand for specific snacks that include vital nutrients has grown as more expecting moms are aware of the significance of healthy eating during pregnancy. Rich in protein, vitamins, and minerals, these snacks promote the development of the fetus as well as the health of the mother. Pregnant women who are concerned about their health are increasingly looking for snacks that will boost their energy levels, digestion, and bone health. This awareness has led to a rise in the availability of pregnancy-specific products, including fortified snacks containing folic acid, iron, calcium, and omega-3 fatty acids, all of which are vital for a healthy pregnancy.

### Restraint:

#### High cost of specialized products

Premium pricing for products that are fortified with essential nutrients like folic acid, calcium, iron, and omega-3 fatty acids can make these snacks less accessible to price-sensitive consumers. This may prevent pregnancy-specific foods from becoming widely used, particularly in developing nations where cost is a major factor. Furthermore, the inclusion of natural and organic ingredients in these snacks frequently raises production expenses, which further affects the final cost. Even though the market for wholesome snacks is still expanding, many expectant mothers may choose more economical, traditional options due to the increased price.

### Opportunity:

#### Increasing demand for nutrient-dense foods

Growing knowledge of maternal nutrition and the significance of balanced diets throughout pregnancy are driving the market for pregnancy snacking, which is seeing an increase in demand for nutrient-dense foods. The availability of fortified snack choices, such as bars, smoothies, and nibbles made especially to satisfy these nutritional requirements, has increased as a result of this trend. Furthermore, the desire for natural, minimally processed meals is in line with the choice for organic and clean-label products, which encourages innovation and growth in this market region.

### Threat:

#### Short shelf life of fresh snacks

The short shelf lives of many fresh, nutrient-dense snacks, such as fruits, vegetables, and dairy products, make them challenging to transport and stock in stores. This can affect the availability and affordability of products for customers by increasing waste and expenses for manufacturers. Furthermore, the logistics and supply chain become more complicated when refrigeration or specific storage conditions are required. Fresh snacks' natural and healthful attributes make them desirable, but their perishability restricts their appeal in comparison to packaged snacks with longer shelf life, which has an impact on consumer preferences and market growth.

### Covid-19 Impact

The COVID-19 pandemic had a major effect on the market for pregnancy snacks, changing consumer preferences and behavior. There was a rise in the demand for nutrient-dense snacks to make up for the lack of fresh food availability as many pregnant moms looked for solace and nutritional assistance during these stressful times. Customers chose snacks supplemented with vital vitamins and minerals due to the emphasis on immunity and wellness. Furthermore, the growth of e-commerce made these products more widely available, enabling expectant mothers to shop comfortably while following safety precautions.

The gluten-free snacks segment is expected to be the largest during the forecast period

The gluten-free snacks segment is estimated to be the largest, due to increasing awareness of gluten sensitivities and celiac disease. Expectant mothers with gluten intolerance or those choosing a gluten-free diet for health reasons seek specialized snacks to meet their nutritional needs. Additionally, the rising popularity of gluten-free diets among health-conscious consumers has expanded the availability of gluten-free pregnancy snacks. These products, often rich in nutrients like protein, fiber, and vitamins, cater to the demand for healthier, inclusive snack options.

The supermarkets and hypermarkets segment is expected to have the highest CAGR during the forecast period

The supermarkets and hypermarkets segment is anticipated to witness the highest CAGR during the forecast period, due to their wide reach and convenience. These retail stores provide a diverse range of pregnancy-specific snacks, making it easier for consumers to access nutrient-rich products in one location. With increasing consumer demand for specialized, healthy snacks, supermarkets and hypermarkets have

expanded their offerings, including organic, fortified, and gluten-free options. Their large-scale presence and ability to stock a variety of products help boost awareness and sales of pregnancy snacks, driving market growth.

Region with largest share:

Asia Pacific is expected to have the largest market share during the forecast period fueled by rising awareness of maternal health and nutrition among expectant mothers. With growing middle-class populations and increasing disposable incomes, women are increasingly seeking nutritious, convenient snacks tailored for pregnancy. Additionally, the region's shift toward healthier eating habits and the demand for organic and natural products further fuel market growth. As birth rates remain high in countries like India and China, the demand for pregnancy-specific snacks continues to expand, driving the market forward.

Region with highest CAGR:

During the forecast period, the North America region is anticipated to register the highest CAGR, owing to increasing health-consciousness among expectant mothers, who prioritize nutritious, convenient, and functional snacks during pregnancy. Rising awareness of maternal health and the benefits of specific nutrients like folic acid, calcium, and omega-3 fatty acids is boosting demand for pregnancy-focused products. Additionally, the growing preference for organic, gluten-free, and fortified snacks aligns with North America's trend toward healthier eating. The availability of pregnancy snacks through supermarkets, e-commerce platforms, and health stores further contributes to market growth.

Key players in the market

Some of the key players profiled in the Pregnancy Snacks Market include Nestle S.A., Danone S.A., The Kraft Heinz Company, General Mills, Inc., Unilever, Kerry Group, Arla Foods, Hain Celestial Group, The Hershey Company, Hormel Foods Corporation, PepsiCo, Inc., Abbott Laboratories, Nature's Path Foods, Kirkland Signature, LARABAR, Tata Consumer Products Limited, Bumble Bee Foods, LLC, Clif Bar & Company, Mothers' Nutrition, and Mama Mio.

Key Developments:

In March 2023, General Mills, Inc. announced it has completed the acquisition of

Whitebridge Pet Brands' North American premium Cat feeding and Pet treating business from NXMH in a transaction valued at \$1.45 billion.

In March 2023, Nestle and UNESCO have announced a new partnership to provide young people with the resources and the skills they need to develop and carry forward innovative solutions to achieve positive social impact in their communities. The project will begin in Latin America with a call for applications across the region.

#### Product Types Covered:

Nutrient-Dense Snacks

Fresh & Natural Snacks

Baked Goods

Dried Fruits and Nuts

Packaged Snacks

Dairy-based Snacks

Granola Bars

Cereals and Crackers

Other Product Types

#### Ingredient Types Covered:

Vegan and Plant-based Snacks

Gluten-Free Snacks

Sugar-Free or Low-Sugar Snacks

#### Distribution Channels Covered:

Supermarkets and Hypermarkets

Online Retail

Health and Organic Stores

Pharmacies

Convenience Stores

Type of Packagings Covered:

Single-serving packs

Bulk Packs

Eco-friendly Packaging

Resalable Pouches

Flavors Covered:

Sweet

Fruity

Spiced

Savory

Spicy

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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