

Snack Pellets Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (Corn, Potato, Others), By Form (Laminated, Tridimensional, Die-face, Gelatinized), By Flavor (Plain, Nutritional, Others), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online and Others (Direct Sales, etc.)), By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/SDB3308F5690EN.html>

Date: September 2023

Pages: 170

Price: US\$ 4,900.00 (Single User License)

ID: SDB3308F5690EN

Abstracts

The Global Snack Pellets Market reached a valuation of USD 2.32 billion in 2022 and is projected to experience strong growth during the forecast period, with a Compound Annual Growth Rate (CAGR) of 4.3% through 2028. This growth can be attributed to the increasing demand for snack pellets, which are intermediate snack products used as a base for various finished snacks. These pellets are typically made from a blend of raw materials such as potatoes, grains, and vegetables. They undergo processing techniques like extrusion, frying, and baking to create a versatile product that can be further processed, flavored, and packaged into a variety of snacks. As consumer lifestyles become busier and more dynamic, there is a rising demand for convenient and on-the-go snack options. Snack pellets offer versatility and ease of preparation, aligning with evolving consumer preferences. The snack pellets market thrives on innovation, with manufacturers continuously introducing new flavors, shapes, and textures to cater to diverse taste preferences and provide unique snacking experiences. The global shift towards healthier eating habits has led to the development of snack pellets enriched with nutritional ingredients, whole grains, and functional benefits. These products align with consumer desires for snacks that are both tasty and nutritious. The spread of

global culinary influences has led to the creation of snack pellets with diverse and exotic flavors, appealing to consumers seeking novel taste experiences.

Key Market Drivers

Shifting Consumer Lifestyles and Convenience

One of the primary drivers of the Global Snack Pellets Market is the evolving lifestyles and busy schedules of modern consumers. As individuals juggle work, personal commitments, and social activities, there is a growing demand for convenient and on-the-go snack options. Snack pellets offer a solution by providing a versatile base that can be transformed into a variety of snack products with minimal effort and preparation. These pellets can be easily transformed into finished snacks through processes like frying, baking, or hot air expansion. From potato chips to extruded snacks, manufacturers can quickly create a wide range of popular snack items. This convenience resonates with consumers seeking quick and satisfying snacks that fit into their fast-paced lives.

Innovative Product Offerings and Customization

The Global Snack Pellets Market is characterized by its capacity for innovation and product diversity. Snack pellets come in various shapes, sizes, textures, and flavors, allowing manufacturers to create unique and appealing snack products that cater to specific tastes and preferences. Consumers today are seeking novel and exciting snacking experiences. Snack pellet manufacturers can leverage this demand by experimenting with innovative ingredients, flavors, and formats. Whether it's incorporating exotic spices, creating multi-textured snacks, or offering healthier alternatives, the versatility of snack pellets enables brands to stay relevant and capture the attention of adventurous consumers.

Expanding Health and Wellness Trends

While indulgence remains a significant factor in snack consumption, health and wellness considerations have become increasingly influential in shaping consumer choices. As more consumers prioritize healthier lifestyles, there's a growing demand for snacks that align with their dietary preferences. Snack pellets have adapted to this trend by allowing for the creation of healthier alternatives. Brands can use whole grains, legumes, and natural ingredients to produce snack pellets that are lower in fat, sodium, and artificial additives. This enables manufacturers to cater to health-conscious

consumers without compromising on taste or quality. Moreover, the versatility of snack pellets also supports the creation of gluten-free, organic, and plant-based snack options. These options resonate with consumers seeking snacks that align with their dietary restrictions and ethical values.

Key Market Challenges

Health and Nutrition Concerns

As consumers become more health-conscious, there's a growing demand for snacks that offer nutritional benefits and align with healthier dietary choices. Snack pellets, while providing an array of flavors and textures, often fall into the category of processed and fried foods. This presents a challenge for the industry as health-conscious consumers seek snacks with lower fat, sodium, and sugar content. Snack pellet manufacturers are faced with the task of reformulating their products to meet these demands without compromising taste and texture. Innovations that focus on alternative cooking methods, healthier ingredients, and fortification with vitamins and minerals are essential to address this challenge. Additionally, clear and accurate labeling that communicates nutritional information can empower consumers to make informed choices.

Competitive Market and Brand Differentiation

The Global Snack Pellets Market is competitive, with numerous players offering a variety of snack pellet products. This poses a challenge for brands to stand out and establish a unique identity in a crowded market. Developing a strong brand proposition, effective marketing strategies, and distinctive packaging becomes crucial to capturing consumer attention and loyalty. Innovative flavors, creative shapes, and unique texture combinations can differentiate snack pellet products. Brands that invest in research and development to create novel and exciting snack experiences are better positioned to capture market share. Collaborations with celebrity chefs, food influencers, and endorsements can also help elevate a brand's visibility and consumer appeal.

Sustainability and Environmental Impact

The snack pellets industry's reliance on raw materials, processing, and packaging can have significant environmental implications. Concerns about plastic waste, energy consumption, and sourcing of raw materials are challenging the industry to adopt more sustainable practices. Single-use plastic packaging has faced criticism for its

contribution to plastic pollution. Addressing sustainability challenges requires a holistic approach. Manufacturers can explore alternative packaging materials, such as biodegradable or compostable options, to reduce the environmental impact. Additionally, adopting sustainable sourcing practices for ingredients and partnering with suppliers who adhere to ethical and eco-friendly standards can enhance the industry's overall sustainability profile.

Key Market Trends

Health-Conscious Snacking and Nutritional Value

As consumers become more health-conscious and seek better-for-you options, a significant trend in the Global Snack Pellets Market is the focus on creating nutritious and functional snack pellets. Manufacturers are recognizing the importance of offering snacks that not only satisfy taste preferences but also align with consumers' dietary goals. This trend has led to the development of snack pellets that incorporate whole grains, legumes, vegetables, and other natural ingredients that provide essential nutrients and dietary fiber. Nutritional enhancement is achieved by incorporating ingredients that offer protein, vitamins, minerals, and antioxidants. Snack pellets enriched with nutrients appeal to consumers looking for guilt-free indulgence, catering to various dietary needs, including gluten-free, vegan, and low-calorie options. This trend not only meets the demand for healthier snacking but also opens up opportunities for brands to position themselves as providers of wholesome and balanced snack choices.

Innovative Flavors and Global Culinary Influences

Diverse and exotic flavors are another trend that is reshaping the Global Snack Pellets Market. Consumers are seeking unique taste experiences that reflect global culinary influences and provide a departure from traditional snacking options. Manufacturers are responding by introducing snack pellets infused with innovative flavors inspired by international cuisines such as Mexican, Asian, Mediterranean, and more. Flavor innovation allows brands to stand out on the crowded snack aisle while enticing adventurous consumers who crave new taste sensations. This trend also ties into the cultural exploration that modern consumers value, as they seek products that introduce them to flavors and ingredients from around the world. As a result, snack pellets with unexpected and intriguing flavor profiles have become a significant driver of consumer interest and market growth.

Sustainable Packaging and Transparency

The global shift toward sustainability and environmental responsibility is profoundly influencing the Snack Pellets Market. Consumers are increasingly mindful of packaging waste and its impact on the environment. As a response, brands are adopting sustainable packaging solutions that prioritize reduced plastic use, recyclability, and compostability. This trend aligns with the broader consumer demand for transparency in the food supply chain

. Consumers are seeking information about sourcing, production practices, and ingredient origins. Brands that prioritize transparent communication and ethical sourcing practices gain consumer trust and loyalty. Eco-friendly packaging also appeals to environmentally conscious consumers, contributing to a positive brand image and enhanced market competitiveness.

Segmental Insights

Type Insights

Corn snack pellets play a significant and influential role in the global snack pellets market. As a popular and versatile base ingredient, corn snack pellets have contributed to shaping consumer preferences, market dynamics, and product innovation within the snacking industry. Corn snack pellets are renowned for their versatility, making them an ideal canvas for a wide range of flavors, textures, and shapes. Manufacturers can easily transform corn snack pellets into a diverse array of finished snack products, from puffed and crispy treats to coated and flavored snacks. This adaptability allows for endless creativity, enabling brands to cater to various taste preferences and regional flavors. Corn is a staple ingredient in many cuisines around the world, contributing to its universal familiarity and consumer appeal. Corn-based snacks evoke a sense of comfort and nostalgia, making them a favorite choice for consumers seeking familiar and satisfying snack options. This widespread popularity ensures a consistent demand for corn-based snack pellets across diverse demographics.

Flavor Insights

Nutritional snack pellets play a pivotal role in shaping the global snack pellets market. As consumer preferences shift towards healthier and more wholesome snacking options, the demand for nutritional snack pellets has surged. These pellets not only offer a convenient and satisfying snacking experience but also align with the growing emphasis on health-conscious choices. In an era marked by increasing health

awareness, consumers are actively seeking snack options that provide nutritional value without compromising on taste. Nutritional snack pellets cater to this demand by offering products that are not only flavorful but also enriched with essential nutrients. These pellets are often made from whole grains, legumes, and other natural ingredients that contribute to a well-rounded diet. Nutritional enhancement is achieved by incorporating ingredients that offer protein, vitamins, minerals, and antioxidants. Snack pellets enriched with nutrients appeal to consumers looking for guilt-free indulgence, catering to various dietary needs, including gluten-free, vegan, and low-calorie options.

Regional Insights

The North America region plays a pivotal role in the global snack pellets market, contributing to its growth, innovation, and overall market dynamics. The region's influence stems from several factors that make it a prominent player in shaping the snack pellets industry on a global scale. North America boasts a substantial population that has a strong appetite for snacks. The region's well-established snacking culture and the prevalence of on-the-go eating habits contribute to a robust demand for snack products, including snack pellets. Consumers in North America are accustomed to a wide variety of snack options and are open to trying new and innovative products. The North American snack industry is known for its innovation and willingness to experiment with new flavors, textures, and formats. This environment has led to the introduction of creative and unique snack pellet varieties, which often serve as a testing ground for trends that later influence global snack markets. The region's knack for innovation ensures a continuous influx of novel snack pellet concepts that resonate with consumer preferences.

Key Market Players

Dalmaz Food Industries Company

Intersnack Group GmbH & Co KG

Pasta Foods Limited

LENG D OR SA

Liven SA

Akkel Group

Limagrain

McFills Enterprises Pvt. Ltd.

BACH SNACKS SAL

J.R. Short Snack Products

Report Scope:

In this report, the global snack pellets market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Snack Pellets Market, By Type:

Corn

Potato

Others

Global Snack Pellets Market, By Form:

Laminate

Tridimensional

Die-face

Gelatinized

Global Snack Pellets Market, By Flavor:

Cell & Plain

Nutritional

Others

Global Snack Pellets Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online

Others

Global Snack Pellets Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global snack pellets market.

Available Customizations:

Global Snack Pellets Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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 - 16.1.9.1. Company Details
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17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 17.1. Key Focus Areas
- 17.2. Target Type
- 17.3. Target Flavor

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