

Snacks Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product Type (Frozen & Refrigerated, Fruit, Bakery), By Packaging (Bags & Pouches, Boxes), By Sales Channel (Departmental Stores, Online, Hypermarkets/Supermarkets, Others) By Region and Competition, 2019-2029F

<https://marketpublishers.com/r/SCB0058A9D2EEN.html>

Date: July 2024

Pages: 182

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

ID: SCB0058A9D2EEN

Abstracts

Global Snacks Market was valued at USD 607.15 billion in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 5.43% through 2029. The global snacks market is a dynamic and rapidly evolving sector that encompasses a wide range of products catering to diverse consumer preferences. With the increasing pace of modern lifestyles and changing dietary patterns, the demand for convenient and on-the-go snack options has witnessed significant growth. The market is characterized by a plethora of offerings, including savory snacks, confectionery, bakery products, and healthier alternatives, reflecting the diverse taste preferences and health-conscious trends among consumers.

Key drivers fueling the growth of the global snacks market include urbanization, rising disposable incomes, and a growing awareness of different cuisines. Additionally, the influence of global food trends, such as the demand for ethnic flavors, natural and organic ingredients, and innovative packaging, contributes to the market's vibrancy.

The competitive landscape is shaped by both multinational corporations and regional players, fostering a competitive environment where product innovation, branding, and marketing play crucial roles. Health and wellness considerations have also led to the emergence of healthier snack options, driving the demand for functional and nutritional

snacks.

Despite these opportunities, challenges such as increasing health concerns, regulatory pressures, and sustainability issues pose considerations for market players. Overall, the global snacks market continues to expand, driven by an evolving consumer palate and the industry's adaptability to changing market dynamics.

Key Market Drivers

Changing Consumer Lifestyles and Urbanization

One of the primary drivers propelling the global snacks market is the profound shift in consumer lifestyles, particularly in urban areas. As urbanization accelerates worldwide, there is a noticeable increase in the pace of life, leading to a rising demand for convenient, on-the-go food options. Snacks have become an integral part of daily consumption patterns, offering a quick and easily accessible solution for busy individuals. The prevalence of hectic schedules, long working hours, and the rise of dual-income households contribute to the growing reliance on snacks as a convenient source of energy and satisfaction between meals.

Furthermore, urbanization often brings about changes in eating habits, with a preference for ready-to-eat and portable snack options. This shift is not limited to developed regions; emerging economies are also experiencing a surge in urbanization, and as a result, the demand for snacks is on the rise globally. As consumers increasingly seek convenience without compromising taste and quality, the snacks market responds with a diverse range of products to meet these evolving preferences.

Globalization and Cross-Cultural Influences

The snacks market is heavily influenced by globalization and the cross-cultural exchange of culinary traditions. As people become more interconnected and exposed to diverse cultures through travel, media, and social networks, their taste preferences become more eclectic. This has led to a growing demand for snacks that offer unique and exotic flavors, drawing inspiration from various global cuisines.

Multinational snacks companies are capitalizing on this trend by introducing products that showcase international flavors and ingredients. Whether it's spicy chips inspired by Mexican cuisine, seaweed snacks popular in Asian markets, or Mediterranean-flavored crackers, the globalization of snacks reflects a broader consumer interest in exploring

new taste experiences. This driver encourages innovation within the snacks industry, fostering a dynamic market where companies strive to differentiate themselves by offering a diverse array of culturally inspired products.

Health and Wellness Trends

The increasing emphasis on health and wellness is a significant driver shaping the global snacks market. Consumers are becoming more health-conscious, seeking snacks that align with their dietary preferences, nutritional requirements, and overall well-being. This shift in consumer attitudes has given rise to a demand for healthier snack options that are perceived as nutritious, natural, and better-for-you.

Consequently, there is a surge in the development and marketing of snacks with functional ingredients, reduced levels of salt, sugar, and artificial additives, as well as those catering to specific dietary preferences, such as gluten-free, vegan, or organic snacks. This health-conscious trend extends to traditional snack categories, leading to the reformulation of existing products and the introduction of innovative, healthier alternatives. Companies are investing in research and development to create snacks that not only satisfy taste cravings but also address the growing demand for nutritious and functional snack choices.

Digital Marketing and E-Commerce

The rise of digital marketing and the growth of e-commerce have transformed how snacks are marketed, distributed, and consumed globally. Online platforms provide snacks companies with unprecedented opportunities to reach a wider audience, engage with consumers directly, and gather valuable insights into changing preferences. Social media, in particular, has become a powerful tool for promoting snacks, enabling companies to create engaging content, run targeted campaigns, and build strong brand awareness.

E-commerce platforms offer consumers the convenience of browsing, purchasing, and receiving snacks at their doorstep, contributing to the overall accessibility and availability of snack products. The ease of online shopping also facilitates the exploration of niche and international snack brands that may not be readily available in traditional brick-and-mortar stores. As a result, digital marketing and e-commerce have become integral components of the snacks market ecosystem, influencing consumer choices and providing companies with new avenues for growth and market expansion.

In conclusion, the global snacks market is shaped by a complex interplay of factors, with changing consumer lifestyles, globalization, health consciousness, and the digital transformation of marketing and distribution channels standing out as key drivers. Understanding and responding to these drivers is essential for businesses operating in this dynamic industry, enabling them to innovate, adapt, and capitalize on emerging opportunities.

Key Market Challenges

Health and Wellness Concerns

One of the primary challenges for the snacks market is the increasing emphasis on health and wellness among consumers. As awareness of nutrition and healthy lifestyles grows, there is a shifting demand towards snacks that align with these preferences. Many traditional snacks are often associated with high levels of salt, sugar, and unhealthy fats, raising concerns about their impact on public health.

To address this challenge, snack manufacturers are under pressure to reformulate existing products or develop healthier alternatives. This shift towards better-for-you snacks, while commendable, poses challenges related to taste, texture, and the preservation of product shelf life. Striking a balance between health-conscious formulations and maintaining the indulgent qualities that consumers crave remains a significant hurdle for the industry.

Moreover, there's a need for transparent labeling and effective communication to assure consumers about the nutritional content of snacks. The challenge lies in convincing consumers that healthier snacks can still be delicious, satisfying, and convenient.

Sustainability and Environmental Impact

The snacks industry is increasingly confronted with the imperative to address sustainability concerns and minimize its environmental footprint. The production, packaging, and distribution of snacks contribute to waste generation, carbon emissions, and other environmental challenges. Consumers are becoming more conscious of these issues, and their purchasing decisions are influenced by a brand's commitment to sustainable practices.

The use of single-use plastics in packaging is a particularly pressing concern. Many snacks are packaged in materials that are not easily recyclable, contributing to pollution

and environmental degradation. As consumers become more eco-aware, there is a growing demand for snacks with sustainable packaging solutions, such as biodegradable materials or innovative recycling programs.

Implementing sustainable practices throughout the supply chain, from sourcing ingredients to manufacturing and distribution, presents a logistical and financial challenge. Striking a balance between maintaining product integrity, ensuring shelf life, and adopting eco-friendly practices remains a complex task for the snacks industry.

Regulatory Pressures and Labeling Requirements

The snacks market operates in an environment where regulatory pressures and stringent labeling requirements are on the rise. Governments and health organizations around the world are implementing measures to address public health concerns related to excessive salt, sugar, and fat consumption. This has led to regulations that impact the formulation and marketing of snack products.

Meeting these regulatory requirements often involves reformulating recipes, adjusting ingredient profiles, and reimagining marketing strategies. Compliance with diverse international standards poses an additional challenge for multinational snack companies, as they must navigate varying regulations across different regions.

The challenge extends to providing clear and accurate nutritional information on product labels. Consumers are increasingly scrutinizing labels for transparency about ingredients, allergens, and nutritional content. Striking a balance between regulatory compliance, clear communication, and maintaining consumer trust is an ongoing challenge for the global snacks market.

Changing Consumer Preferences and Trends

The snacks market is highly responsive to shifting consumer preferences and trends, presenting a constant challenge for industry players. Rapid changes in lifestyle, dietary habits, and cultural influences impact the types of snacks consumers desire. As health consciousness rises, there's a growing demand for snacks that align with specific diets, such as gluten-free, keto, or plant-based options.

Keeping pace with emerging flavor trends, ethnic preferences, and demand for unique and exotic snacks requires continuous innovation. However, predicting and adapting to these shifts in consumer preferences can be challenging for manufacturers with

established product lines and production processes.

Additionally, the digital age has transformed how consumers discover and purchase snacks, with e-commerce platforms and social media influencing buying decisions. Staying relevant in a rapidly changing landscape requires agility and a keen understanding of consumer behaviors, posing a challenge for traditional distribution models and brick-and-mortar retailers.

In conclusion, while the global snacks market is buoyant and continues to expand, challenges such as health concerns, sustainability issues, regulatory pressures, and evolving consumer preferences demand strategic responses from industry players. Successfully addressing these challenges is crucial for sustaining growth, ensuring consumer trust, and meeting the increasingly complex demands of a diverse and discerning global market.

Key Market Trends

Rise of Functional and Better-for-You Snacking

A notable trend in the global snacks market is the increasing demand for functional and better-for-you snack options. Consumers are becoming more health-conscious and are actively seeking snacks that offer nutritional benefits beyond mere indulgence. This has led to a surge in the development and marketing of snacks enriched with functional ingredients, such as probiotics, antioxidants, vitamins, and minerals.

Better-for-you snacks often boast reduced levels of artificial additives, preservatives, and unhealthy fats. Additionally, companies are incorporating alternative and wholesome ingredients, such as ancient grains, superfoods, and plant-based proteins, to enhance the nutritional profile of their snack offerings. This trend aligns with the growing awareness of the link between diet and health, and consumers are increasingly making snack choices that contribute positively to their overall well-being.

The rise of functional snacking is evident in various categories, including energy bars, protein-packed snacks, and nutrient-dense chips. Brands that successfully communicate the health benefits of their products are gaining traction in a market where consumers are seeking a balance between taste, convenience, and nutritional value.

Plant-Based and Alternative Snacks

The plant-based movement, driven by environmental concerns, ethical considerations, and health consciousness, has extended its influence to the snacks market. Plant-based and alternative snacks are experiencing a surge in popularity as consumers seek sustainable and cruelty-free options. This trend is not only driven by vegetarians and vegans but also by a broader base of consumers looking to reduce their meat consumption and explore plant-centric alternatives.

Plant-based snacks come in various forms, including veggie chips, plant-based protein bars, and snacks made from alternative protein sources such as pea, soy, or chickpeas. Additionally, plant-based flavors and ingredients are finding their way into traditional snack categories, providing consumers with familiar options that align with their evolving dietary preferences.

As sustainability becomes a more significant factor in purchasing decisions, snack companies are investing in the development of plant-based offerings and adopting eco-friendly packaging practices. This trend reflects a broader shift towards conscious consumption and a desire for snacks that are not only delicious but also aligned with ethical and environmental values.

Snacking for Mental Well-Being

Another emerging trend in the global snacks market is the recognition of the link between snacking and mental well-being. Consumers are seeking snacks that not only satisfy their taste buds but also provide comfort, stress relief, or a mood boost. This trend aligns with the growing awareness of the impact of diet on mental health, and consumers are looking for snacks that offer a holistic approach to well-being.

Snacks positioned as mood enhancers, stress relievers, or promoting relaxation are gaining popularity. Ingredients such as adaptogens, which are believed to help the body adapt to stress, are being incorporated into snacks. Additionally, companies are exploring the use of functional ingredients like dark chocolate, which contains compounds that may have mood-boosting properties.

The concept of 'mindful snacking' is gaining traction, encouraging consumers to be more intentional and aware of their snack choices. Brands are responding by developing snacks that cater to emotional and mental well-being, offering a unique selling proposition in a market where the connection between food and mood is increasingly recognized.

Tech-Driven Personalization and Innovation

Technology is playing a significant role in shaping the future of the snacks market. From personalized nutrition to innovative production methods, advancements in technology are driving new possibilities for snack manufacturers. Personalized nutrition, enabled by data analytics and artificial intelligence, allows companies to tailor snacks to individual preferences, dietary needs, and health goals.

3D printing and other advanced manufacturing technologies are contributing to the creation of intricate and novel snack shapes and textures. This trend not only enhances the visual appeal of snacks but also opens up opportunities for creative and unique formulations.

Additionally, technology is influencing the way snacks are marketed and distributed. Online platforms, social media, and e-commerce are providing companies with direct access to consumers, allowing for targeted marketing campaigns and real-time engagement. Digital tools are also being employed to gather consumer feedback, enabling companies to refine and innovate their snack offerings based on actual preferences.

In conclusion, the global snacks market is experiencing dynamic shifts driven by trends such as the rise of functional snacks, the growth of plant-based options, the connection between snacking and mental well-being, and the influence of technology on personalization and innovation. Staying attuned to these trends is crucial for industry players seeking to remain competitive and meet the evolving demands of today's discerning and health-conscious consumers.

Segmental Insights

Product Type Insights

Bakery products are experiencing robust growth in the global snacks market as consumers increasingly turn to convenient and indulgent options. The bakery segment, comprising items like cookies, pastries, and artisanal bread, is thriving due to its diverse product range and the universal appeal of baked goods. Rising consumer demand for on-the-go snacks with a focus on premium and artisanal offerings has fueled the bakery sector's expansion. Additionally, innovations in flavors, textures, and healthier ingredient formulations contribute to the growing popularity of bakery snacks. As the market embraces the intersection of traditional baking techniques and modern tastes, the

bakery segment is well-positioned to continue its upward trajectory, catering to evolving consumer preferences for delicious, portable, and high-quality snack options worldwide.

Regional Insights

Asia Pacific stands as the dominating region in the global snacks market, fueled by a combination of diverse culinary cultures, a large and increasingly affluent population, and evolving consumer preferences. The region's rich tapestry of flavors, textures, and snack traditions contributes to a vibrant and dynamic market landscape. With a growing middle class and urbanization, there is a rising demand for convenient, on-the-go snacks, driving the consumption of a wide variety of savory and sweet options. Additionally, the influence of Western snack trends has merged with traditional Asian flavors, creating a unique fusion that resonates with a broad consumer base. As multinational and local snack manufacturers continue to innovate and cater to regional tastes, the Asia Pacific region is poised to maintain its leadership in the global snacks market, reflecting the dynamic and diverse nature of its snacking culture.

Key Market Players

General Mills, Inc.

PepsiCo, Inc.

The Kraft Heinz Company

Nestlé S.A

WK Kellogg Co

Unilever plc

Calbee, Inc.

Intersnack Group GmbH & Co. KG

Conagra Brands, Inc.

ITC Limited

Report Scope:

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

Snacks Market, By Product Type:

Frozen & Refrigerated

Fruit

Bakery

Snacks Market, By Packaging:

Bags & Pouches

Boxes

Snacks Market, By Sales Channel :

Departmental Stores

Online

Hypermarkets/Supermarkets

Others

Snacks Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

Indonesia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

South America

Argentina

Colombia

Brazil

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Snacks market.

Available Customizations:

Global Snacks 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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15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 15.1. Key Focus Areas
- 15.2. Target By Product Type
- 15.3. Target By Sales Channel

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