

Europe Snack Pellets Market Forecast to 2030 - Regional Analysis - by Source (Potato, Corn, Rice, Tapioca, Multigrain, and Others), Type (Plain and Flavored), and Form (Laminated, Die Face, Tri Dimensional, and Others)

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Abstracts

The Europe snack pellets market was valued at US\$ 1,613.45 million in 2022 and is expected to reach US\$ 2,164.87 million by 2030; it is estimated to grow at a CAGR of 3.7% from 2022 to 2030.

Rising Demand for Clean-Label, Sustainable, and Ethical Products Fuels the Europe Snack Pellets Market

Over the past few years, consumers are increasingly focusing on sustainability. The preference for cleaner, ethically sourced, and environmentally friendly products has grown dramatically. The static lifestyle and work-related stress have resulted in multiple health problems. Therefore, consumers are focusing on clean eating. Also, in the wake of the pandemic, consumers are choosing sustainable alternatives. Thus, the changing consumer preferences have also influenced their buying behavior.

Snack pellet manufacturers are focusing on developing innovative products with clean, all-natural, organic, and genetically modified organisms (GMO)-free ingredients that are ethically sourced. Consumers also focus on the wellness of the farmers and workers across the supply chain and favor products with transparent labels. Therefore, snack pellet manufacturers focus on procuring raw materials certified by agencies like Fairtrade. Fairtrade-certified raw materials ensure that farmers and workers are given fair compensation and treatment. Thus, the rising demand for clean-label, ethical, and sustainable snacking products is expected to open potential opportunities in the Europe snack pellets market over the coming years.

Europe Snack Pellets Market Overview

The Europe snack pellets market is segmented into Germany, France, Italy, the UK,

Russia, and the Rest of Europe. The market growth is mainly attributed to the rising demand for convenience food, extensive retail infrastructure, and availability of a wide range of products of different brands via different forms. High per-capita income also drives the demand for frozen entr?e, such as frozen meals and snacks, owing to the busy lifestyles and an increasing number of working individuals.

Over the past decade, consumers have been seeking products with transparent and easily understandable ingredient lists, leading to a trend of clean-label frozen entr?es with minimal additives and preservatives. According to the biannual FMCG Demand Signals report, since the COVID-19 pandemic, private-labeled products have gained strong momentum in Europe, in which Spain accounted for the highest penetration of clean-labeled products (47%), Germany (41%), and the UK (37%). Thus, the growing penetration of clean-labeled products, including frozen entr?e, is projected to offer new opportunities to the Europe snack pellets market during the forecast period.

The snack pellets market in Europe is projected to witness significant growth in the coming years due to the presence of prominent players, such as Nestle S.A. and Bounduelle Group. These companies offer a broad array of frozen entr?es, including frozen plant-based and meat-based frozen entr?es.

Europe Snack Pellets Market Revenue and Forecast to 2030 (US\$ Million)

Europe Snack Pellets Market Segmentation

The Europe snack pellets market is segmented based on source, type, form, and country.

Based on source, the Europe snack pellets market is segmented into potato, corn, rice, tapioca, multigrain, and others. The potato segment held the largest share in 2022.

By type, the Europe snack pellets market is bifurcated into plain and flavored. The plain segment held a larger share in 2022.

By form, the Europe snack pellets market is segmented into laminated, die face, tri dimensional, and others. The laminated segment held the largest share in 2022.

Based on country, the Europe snack pellets market is categorized into Germany, France, UK, Italy, Spain, and the Rest of Europe. The Rest of Europe dominated the Europe snack pellets market in 2022.

Snack Creations Ltd, LENG-DOR SAU, Quality Pellets AS, Le Caselle SpA, Mafin SRL, and Societe Cooperative Agricole Limagrain are some of the leading companies operating in the Europe snack pellets market.

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