

# North America 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 North America snack pellets market was valued at US\$ 2,136.08 million in 2022 and is expected to reach US\$ 2,804.88 million by 2030; it is estimated to grow at a CAGR of 3.5% from 2022 to 2030.

Rising Trend of Healthy Snacking Fuels, the North America Snack Pellets Market Consumers increasingly seek snack options that align with their health and wellness goals, prompting manufacturers to provide innovative, nutritious, and better snack choices to cater to health-conscious consumers.

One noteworthy aspect of this trend is the introduction of gluten-free products in the North America snack pellets market. As gluten sensitivity and awareness of gluten-related health issues grow, there is a rising demand for snacks that cater to individuals with dietary restrictions. Manufacturers have responded by developing gluten-free variants of snack pellets, often using alternative flour and grains such as rice or corn. This expansion into gluten-free options addresses specific dietary needs and broadens the market's appeal to a wider range of consumers looking for allergen-friendly and healthier snack choices.

The rising focus on healthy snacking prompts ingredient selection and formulation innovation in the North America snack pellets market. Manufacturers are incorporating natural and functional ingredients such as superfoods, seeds, and nutrient additives to enhance the nutritional value of their products. By using ingredients known for their health benefits, snack pellets are positioned to meet the demands of wellness-conscious consumers. Thus, rising demand for healthy snacks is expected to provide strong growth potential to the snack pellets manufacturers over the forecast period.

## North America Snack Pellets Market Overview

The North America snack pellets market is segmented into the US, Canada, and Mexico. Frozen food products are among the widely consumed food in North America because of the rising preference for quick and easy meal solutions. Frozen entr?e is a preferred quick food solution among working individuals and dual-income households as it offers convenience and saves preparation time. Moreover, consumers are increasingly adopting a healthy lifestyle and demanding gluten-free, low.

In the US, in 2021, online frozen foods sales saw a 75% increase, with frozen meals, meat, poultry, and seafood leading the frozen entr?e industry. Rising frozen meat-based consumption and the growing traction of e-commerce platforms since the onset of the COVID-19 pandemic have bolstered the growth of frozen foods, including frozen entr?e, in the country. Moreover, the rising demand for healthy and plant-based food has encouraged frozen entr?e manufacturers to focus on product innovation.

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

North America Snack Pellets Market Segmentation

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

Based on source, the North America 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 North America snack pellets market is bifurcated into plain and flavored. The plain segment held a larger share in 2022.

By form, the North America 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 North America snack pellets market is categorized into US, Canada, and Mexico. The US dominated the North America snack pellets market in 2022.

Balance Foods Inc, LENG-DOR SAU, JR Short Milling Co, Le Caselle SpA, Mafin SRL, and Societe Cooperative Agricole Limagrain are some of the leading companies operating in the North America snack pellets market.

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