

# **Pretzels Market Size, Trends, Analysis, and Outlook By Product (Salted, Unsalted), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Speciality Store, Online Retail Stores, Others), by Country, Segment, and Companies, 2024-2032**

<https://marketpublishers.com/r/PEC1DDE542FDEN.html>

Date: October 2024

Pages: 190

Price: US\$ 3,582.00 (Single User License)

ID: PEC1DDE542FDEN

## **Abstracts**

Global Bag Heat Sealing Equipment is forecast to reach \$445.3 Million in 2030 from \$340 Million in 2024, registering a CAGR of 4.6%

The pretzels market is on the rise, fueled by increasing consumer demand for convenient and flavorful snacks. As individuals seek satisfying and portable snack options, pretzels are becoming increasingly popular for their unique texture and taste. The trend towards healthier snacking is influencing purchasing behavior, with consumers favoring baked and low-fat pretzel options. Additionally, innovations in flavors and packaging are expanding market access, enhancing the appeal of pretzels to a broader audience.

### **Pretzels Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Pretzels survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Pretzels industry.

### **Key market trends defining the global Pretzels demand in 2025 and Beyond**

The Pretzels industry remains an attractive hub for both domestic and global vendors.

As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

### Pretzels Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Pretzels industry

Leading Pretzels companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Pretzels companies.

### Pretzels Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Pretzels Market Size Outlook- Historic and Forecast Revenue in Three Cases

*Pretzels Market Size, Trends, Analysis, and Outlook By Product (Salted, Unsalted), By Distribution Channel (Su...*

The Pretzels industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Pretzels Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Pretzels Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Pretzels market segments. Similarly, strong market demand encourages Canadian Pretzels companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Pretzels Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Pretzels industry remains the major market for companies in the European Pretzels industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Pretzels market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

### Asia Pacific Pretzels Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Pretzels in Asia Pacific. In particular, China, India, and South East Asian Pretzels markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Pretzels Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Pretzels Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Pretzels market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Pretzels.

### Pretzels Company Profiles

The global Pretzels market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are Focus Brands LLC, Intersnack Group GmbH and Co. KG, J and J Snack Foods Corp, Jamba Juice Franchisor SPV LLC, Kellogg Co., Mars Inc, Mr.Pretzels, Old Dutch Foods Ltd, PepsiCo Inc, Quinn Foods LLC, Real Food From The Ground Up, Soft Pretzel Franchise Systems Inc, The Hershey Co., Tyson Foods Inc, Utz Brands Inc, WE RE ROLLING PRETZEL CO., Wetzels Pretzels-LLC.

### Recent Pretzels Market Developments

The global Pretzels market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Pretzels Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

Salted

Unsalted

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Store

Online Retail Stores

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Focus Brands LLC

Intersnack Group GmbH and Co. KG

J and J Snack Foods Corp

Jamba Juice Franchisor SPV LLC

Kellogg Co.

Mars Inc

Mr.Pretzels

Old Dutch Foods Ltd

PepsiCo Inc

Quinn Foods LLC

Real Food From The Ground Up

Soft Pretzel Franchise Systems Inc

The Hershey Co.

Tyson Foods Inc

Utz Brands Inc

WE RE ROLLING PRETZEL CO.

Wetzels Pretzels-LLC

Formats Available: Excel, PDF, and PPT

## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. PRETZELS MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Pretzels Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Pretzels Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Pretzels Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Pretzels Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Pretzels Market Outlook to 2032

### **CHAPTER 5: PRETZELS MARKET DYNAMICS**

*Pretzels Market Size, Trends, Analysis, and Outlook By Product (Salted, Unsalted), By Distribution Channel (Su...*



- 5.1 Key Pretzels Market Trends
- 5.2 Potential Pretzels Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
  - Salted
  - Unsalted
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Convenience Stores
  - Speciality Store
  - Online Retail Stores
  - Others
- 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
  - Salted
  - Unsalted
- Distribution Channel
  - Supermarkets/Hypermarkets
  - Convenience Stores
  - Speciality Store
  - Online Retail Stores
  - Others
- 7.3 North America Market Outlook by Country, 2021- 2032
  - 7.3.1 United States Pretzels Market Size Forecast, 2021- 2032
  - 7.3.2 Canada Pretzels Market Size Forecast, 2021- 2032
  - 7.3.3 Mexico Pretzels Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 8.1 Europe Market Outlook by Segments, 2021- 2032

### 8.2 Product

Salted

Unsalted

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Store

Online Retail Stores

Others

## 8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Pretzels Market Size Forecast, 2021- 2032

8.3.2 France Pretzels Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Pretzels Market Size Forecast, 2021- 2032

8.3.4 Spain Pretzels Market Size Forecast, 2021- 2032

8.3.5 Italy Pretzels Market Size Forecast, 2021- 2032

8.3.6 Russia Pretzels Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Pretzels Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

### 9.2 Product

Salted

Unsalted

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Store

Online Retail Stores

Others

## 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Pretzels Market Size Forecast, 2021- 2032

9.3.2 India Pretzels Market Size Forecast, 2021- 2032

9.3.3 Japan Pretzels Market Size Forecast, 2021- 2032

9.3.4 South Korea Pretzels Market Size Forecast, 2021- 2032

9.3.5 Australia Pretzels Market Size Forecast, 2021- 2032

9.3.6 South East Asia Pretzels Market Size Forecast, 2021- 2032

### 9.3.7 Rest of Asia Pacific Pretzels Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 10.1 South America Market Outlook by Segments, 2021- 2032

#### 10.2 Product

Salted

Unsalted

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Store

Online Retail Stores

Others

### 10.3 South America Market Outlook by Country, 2021- 2032

#### 10.3.1 Brazil Pretzels Market Size Forecast, 2021- 2032

#### 10.3.2 Argentina Pretzels Market Size Forecast, 2021- 2032

#### 10.3.3 Rest of South America Pretzels Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA PRETZELS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

#### 11.2 Product

Salted

Unsalted

Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Speciality Store

Online Retail Stores

Others

### 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

#### 11.3.1 Saudi Arabia Pretzels Market Size Forecast, 2021- 2032

#### 11.3.2 The UAE Pretzels Market Size Forecast, 2021- 2032

#### 11.3.3 Rest of Middle East Pretzels Market Size Forecast, 2021- 2032

#### 11.3.4 South Africa Pretzels Market Size Forecast, 2021- 2032

#### 11.3.4 Rest of Africa Pretzels Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 Focus Brands LLC

Intersnack Group GmbH and Co. KG

J and J Snack Foods Corp

Jamba Juice Franchisor SPV LLC

Kellogg Co.

Mars Inc

Mr.Pretzels

Old Dutch Foods Ltd

PepsiCo Inc

Quinn Foods LLC

Real Food From The Ground Up

Soft Pretzel Franchise Systems Inc

The Hershey Co.

Tyson Foods Inc

Utz Brands Inc

WE RE ROLLING PRETZEL CO.

Wetzels Pretzels-LLC

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

## List Of Figures

### LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Pretzels Market Outlook by Type, 2021- 2032
- Figure 6: Global Pretzels Market Outlook by Application, 2021- 2032
- Figure 7: Global Pretzels Market Outlook by Region, 2021- 2032
- Figure 8: North America Pretzels Market Snapshot, Q4-2024
- Figure 9: North America Pretzels Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Pretzels Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Pretzels Market Share by Country, 2023
- Figure 12: Europe Pretzels Market Snapshot, Q4-2024
- Figure 13: Europe Pretzels Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Pretzels Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Pretzels Market Share by Country, 2023
- Figure 16: Asia Pacific Pretzels Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Pretzels Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Pretzels Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Pretzels Market Share by Country, 2023
- Figure 20: South America Pretzels Market Snapshot, Q4-2024
- Figure 21: South America Pretzels Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Pretzels Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Pretzels Market Share by Country, 2023
- Figure 24: Middle East and Africa Pretzels Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Pretzels Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Pretzels Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Pretzels Market Share by Country, 2023
- Figure 28: United States Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Pretzels Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Pretzels Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation
Table 2: Global Pretzels Market Size Outlook, \$Million, 2021 to 2032
Table 3: Low Case Scenario Forecasts
Table 4: Reference Case Scenario Forecasts
Table 5: High Growth Scenario Forecasts
Table 6: Global Pretzels Market Size Outlook by Segments, 2021- 2032
Table 7: Global Pretzels Market Size Outlook by Region, 2021- 2032
Table 8: Country Mapping, 2023 vs. 2032
Table 9: North America- Pretzels Market Outlook by Type, 2021- 2032
Table 10: North America- Pretzels Market Outlook by Country, 2021- 2032
Table 11: Europe - Pretzels Market Outlook by Type, 2021- 2032
Table 12: Europe - Pretzels Market Outlook by Country, 2021- 2032
Table 13: Asia Pacific - Pretzels Market Outlook by Type, 2021- 2032
Table 14: Asia Pacific - Pretzels Market Outlook by Country, 2021- 2032
Table 15: South America- Pretzels Market Outlook by Type, 2021- 2032
Table 16: South America- Pretzels Market Outlook by Country, 2021- 2032
Table 17: Middle East and Africa - Pretzels Market Outlook by Type, 2021- 2032
Table 18: Middle East and Africa - Pretzels Market Outlook by Country, 2021- 2032
Table 19: Business Snapshots of Leading Pretzels Companies
Table 20: Product Profiles of Leading Pretzels Companies
Table 21: SWOT Profiles of Leading Pretzels Companies

## I would like to order

Product name: Pretzels Market Size, Trends, Analysis, and Outlook By Product (Salted, Unsalted), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Speciality Store, Online Retail Stores, Others), by Country, Segment, and Companies, 2024-2032

Product link: <https://marketpublishers.com/r/PEC1DDE542FDEN.html>

Price: US\$ 3,582.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PEC1DDE542FDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below



and fax the completed form to +44 20 7900 3970