

World Market for Snacks

August 2023

Table of Contents

INTRODUCTION

Scope

Examining five trends shaping snacks

STATE OF THE INDUSTRY

Snacks prove their importance in modern diets, overcoming numerous growth obstacles

STATE OF THE INDUSTRY

Snack players should remain attentive to cross-industry promotional opportunities

Brands are gaining additional awareness and value by playing across sectors

North Americans keep up spend on snacks while developing regions feed more into the habit

Asia Pacific and Western Europe rival for greater snack category sales

Savoury snacks are growing the fastest, but sweets are still commanding spend

Mixed market plays are becoming a greater necessity for future growth

Bargain shopping behaviours boost growth across key channels

More busy bodies expected to support snack volume recovery

Prices and shifting populations are important considerations for the industry

Recession possibilities and elevated input costs remain foreseeable hurdles to growth

LEADING COMPANIES AND BRANDS

Consumers continue to prefer brands, but the private label offer is highly relevant

LEADING COMPANIES AND BRANDS

Leading snack players seek to sustain the momentum of snack sales

Players are taking a closer look within to ensure operations can withstand future challenges

Premium propositions set to fill consumer value gaps and reconcile shelf prices to a degree

Sustainability initiatives multiply as the industry sees greater pressure to responsibly source

Industry is adopting technology quicker, hoping to smooth some volatile market conditions

Key regional/national brands accelerate growth through international expansions

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping snacks

Snacks integrate further into dietary occasions

TOP FIVE TRENDS SHAPING THE INDUSTRY

Cash-strapped consumers are being choosier as to how they buy their snacks

Industry concerns for guarding category control rise alongside market uncertainties

Snacks' nutritional credentials are raising concern from all sides

Innovations are tapping into consumer demand for experiences, old and new

2023 Euromonitor's head of snacks most innovative snack launch picks

MARKET SNAPSHOTS

Global snapshot of confectionery

Global snapshot of ice cream

Global snapshot of savoury snacks

Global snapshot of sweet biscuits, snack bars and fruit snacks

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/world-market-for-snacks/report.