Euromonitor International

Where Consumers Shop for Snacks

May 2026

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STATE OF THE INDUSTRY

Key findings
Value-driven shopping reshapes snack retail channel landscape
Snacks remain on the upside, but broad-scale global changes threaten growth
The top three global snacks markets show how demands vary across the globe
Snacks' region-category rank reshuffles amidst shifts in Turkish and Chinese snacking
Savoury snacks lead followed by strong consumer value preference for confectionery
North America and Asia Pacific lead e-commerce snack sales

OFFLINE RETAIL

Modern trade leads developed snack markets, while traditional leads emerging markets
Discounters' low prices lead to strong share gains in snacks globally
Grocery retailers outperform non-grocery retailers in snack shopping
Snack sales via non-grocery retail stores impacted by uneven foot traffic and spend
Price savings and in-store excitement remain key levers for grocery retailer growth
Leading supermarkets Kroger and Albertsons focus on flavourful shopping experiences
Convenience retailers impacted by fuel price-linked demand and financial hardship

RETAIL E-COMMERCE

E-commerce snacks continue a decade-plus period of double-digit growth
Cultural snacking boosts end of year snack spending habits
Eight markets reach over USD1 billion in e-commerce snack sales
Savoury snacks and Q4 confectionery sales drive e-commerce growth
Grocery retailers and marketplaces are consumers' go-to e-commerce snack sites
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/where-consumers-shop-for-snacks/report.