



Euromonitor
International

The World Market for Snacks

July 2025

Table of Contents

INTRODUCTION

Our expert's view of Snacks in 2024

Snacks snapshot

Key findings

The industry targets stronger value ventures to ward off highly elastic demand

Top five trends in Snacks

Top five trends uncovered

Drivers of consumer markets and impact on snacks

Adjacent industries and how they impact snacks

STATE OF THE INDUSTRY

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

Ice cream, sweet biscuits, fruit snacks and snack bars undergo category enhancement

Snacking occasions are reducing in response to consumer value constraints

COMPANIES AND PRODUCTS

The top snacks industry players further consolidate their leading shares...

...while regional brands continue to lead industry growth

Small players are addressing modern demands while private label pushes upbranding

Innovation remains a category strength with brands investing in modernised offers

Sustainably-positioned snack sales slump but industry steps up internal efforts

CHANNELS

Consumer channel shifts throughout channels brings new industry opportunities

E-commerce continues to stand out; though the leading market's growth may slow

FUTURE OUTLOOK

European markets lead snacks spend and expected growth over the forecast period...

...though dynamic consumerism will challenge expansion of more than half the markets

Ice cream, sweet biscuits, fruit snacks and snack bars to lead forecast category growth

Structural changes in confectionery/ savoury snacks to stabilise over forecast period...

...though a range of drivers is shaping snacks' ability to stabilise over the forecast period

Based on Euromonitor's market saturation assessment, snacks have unmet potential

CONCLUSION

A strategic analysis of the snacks industry unveils risks and opportunities for players

Opportunities for growth

Our expert's view of Snacks to 2030

APPENDIX

Scope

MARKET SNAPSHOTS

Global snapshot: Savoury Snacks

Global snapshot: Confectionery

Global snapshot: Sweet Biscuits, Snack Bars and Fruit Snacks

Global snapshot: Ice Cream

Regional snapshot: North America

Regional snapshot: Western Europe

Regional snapshot: Asia Pacific

Regional snapshot: Eastern Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Latin America

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/the-world-market-for-snacks/report.