

World Market for Snacks

July 2022

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Examining five trends shaping snacks

STATE OF THE INDUSTRY

Snacks regain momentum after pandemic peak, but need to weather tougher conditions

Snacks have proved robust in the face of significant economic adversity

Amid toughening economic context, consumers not ready to cut down on snacks quality

Savoury snacks thrive as affordable meal substitutes, while impulse ice cream is back

High protein snacks among best performers, plant-based ice cream a standout

Savoury snacks find best growth in Asia, while confectionery regains strength in the West

Meal substitution a key engine for savoury snacks' expansion

Health woven through best performances for snacks, led by US, China and India

Most portable snacks rebound amid re-opening of impulse channels

Proximity a major contributor to store-based retailing for snacks

Resurgence of proximity channels as people are out of home again

Value for money to become central to permissible indulgence equation

LEADING COMPANIES AND BRANDS

Top players best placed to weather economic storm, with ethics and local supply in mind

Top snacks brand owners adapt to COVID-19 pandemic

Battle of the snack bars

Leaders in chocolate consolidate and ramp up sustainability efforts

Ice cream dominated by Unilever but sits outside of the group's long-term focus industries

Fastest growing companies from developing markets, capitalising on unmet regional need

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping snacks

Post-COVID-19 hybrid lifestyles spur new snacking occasions

RXBar AM offers a hassle-free breakfast option for the US hybrid worker

Taste and emotional connections paramount for augmented snacking experience

Cloetta injects indulgence into liquorice with bite-sized liquorice chocolate treat

Plant-based snacks: Dairy alternatives to become an expectation in sweet categories

Unilever pushes vegan claims in Mexico, positioning itself in plant-based ice cream

Snacks as health and nutritional lab for body and mind

Viva Vita showcases massification of vitamins through sugar confectionery

Sustainable snacks: From claim to solution

Mars promotes more holistic sustainability view with CO2COA

MARKET SNAPSHOTS

Global snapshot of savoury snacks

Global snapshot of confectionery

Global snapshot of sweet biscuits, snack bars and fruit snacks

Global snapshot of ice cream

Global snapshot of Asia Pacific

Global snapshot of Australasia

Global snapshot of Eastern Europe

Global snapshot of Latin America

Global snapshot of Middle East and Africa

Global snapshot of North America

Global snapshot of Western Europe

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