

**Extruded Snacks Market Forecast to 2028 - COVID-19 Impact and Global Analysis By Category (Second Generation Snacks and Third Generation Snacks), Raw Material (Roots and Tubers, Cereals and Grains, Pulses and Lentils, and Others), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

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**Report description:**

The extruded snacks market is projected to reach US\$ 93,898.88 million by 2028 from US\$ 62,124.75 million in 2022. It is expected to grow at a CAGR of 7.1% during 2022-2028.

The growth of the extruded snacks market is driven by the rise in product offerings by extruded snacks manufacturers. People are highly conscious about their health, particularly the young generation, . Therefore, there is a high creating a high demand for packed and ready-to-eat food products with that have high protein content, which are gluten-free, and contain zero additives. Thus, the key players are innovating their product portfolio to attract a more large consumer base. The demand for the extruded snacks market is anticipated to grow in during the forecast period owing to rising preference for nutritionally fortified products due to increasing awareness concerning regarding health and nutrition which has led them to demand more nutritionally fortified products. People are careful with about their food intakediet, and this is making them more conscious about the amount of fat, sugar, and other ingredients quality while buying snacks. Hence, the shift in consumption trends has forced firms in the extruded snacks industry to come up with innovative and healthier products.

Based on category, the global extruded snacks market is segmented into second generation snacks and third generation snacks. In 2021, the second generation snacks segment accounted for a larger market share, and whereas the third generation snacks segment is expected to register a higher CAGR during the forecast period. The demand for extruded snacks containing pulses,

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lentils, cereals, grains, and low sugar is higher high due to the growing incidence of diabetes, obesity, and other diseases. In addition, growing disposable income has led to the increasing consumption of healthy food items containing vitamins, minerals, and other nutrients. According to NHS, an adult in the UK should not have more than 30g of free sugar on a daily basis.

The The Kellogg Company has entered into an agreement to acquire small to medium enterprises, . and later iln 2021, key players they have launched extruded snack products, which appeal to consumers with healthy preferences. Therefore, the added protein and the avoidance of artificial colors, flavors, ingredients, or preservatives may help the company stand out and attract largemore consumer base.

By region, the extruded snacks market is segmented into North America, Europe, Asia-Pacific (APAC), Middle East & Africa (MEA), and South & Central America (SAM). In 2020, Asia Pacific held the largest share of the market and is estimated to register the highest CAGR in the market during the forecast period. The region includes consists of developing countries, such as China and India, that are densely populated and have high extruded snacks consumption among the masses. Consumer perception of extruded snacks is constantly evolving where convenience and pass time snacking time are ideal. CThe convenience stores and supermarkets and hypermarkets distribution channel areis the most recognized distribution channels channel for ready extruded snacks. Key players are focusing on online retailing to market sell their products to and expand their market share, and as well as increase their customer base. Therefore, due to the easy access and rising demand for these snacks, the market is anticipated to increase witness growth in during the forecast period.

PepsiCo; AMICA CHIPS S.p.A.; Calbee; PEPPERIDGE FARM INCORPORATED; Kellogg's Company; General Mills Inc.; Meiji Holdings Co., Ltd.; Sensible Portions; Old Dutch Foods, Inc.; and Mikesell's Snack Food Company are among the players operating in the extruded snacks market. These companies provide a wide range of product portfolios for the market. The companies have their presence in the developing regions, which provides lucrative opportunities for market growth. Market players are developing high-quality, innovative products to meet customer requirements.

□□□□□

The size of the global extruded snacks market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in of this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the extruded snacks market.

**Table of Contents:**

TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Study Scope
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
    - 1.3.1 Global Extruded Snacks Market, by Category
    - 1.3.2 Global Extruded Snacks Market, by Raw Material
    - 1.3.3 Global Extruded Snacks Market, by Distribution Channel
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Scope of the Study
  - 3.2 Research Methodology
    - 3.2.1 Data Collection:

- 3.2.2 Primary Interviews:
- 3.2.3 Hypothesis formulation:
- 3.2.4 Macro-economic factor analysis:
- 3.2.5 Developing base number:
- 3.2.6 Data Triangulation:
- 3.2.7 Country level data:
- 4. Global Extruded Snacks Market Landscape
  - 4.1 Market Overview
  - 4.2 Porter's Five Forces Analysis
  - 4.3 Ecosystem Analysis
  - 4.4 Expert Opinion
- 5. Global Extruded Snacks Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 Increasing Demand For Convenience And On-The-Go Products
    - 5.1.2 Increased Penetration Of Retail Chain
  - 5.2 Market Restraints
    - 5.2.1 Technological and Processing Challenges, and High Initial Investment
  - 5.3 Market Opportunities
    - 5.3.1 Growing Demand For Fortified Extruded Snacks
  - 5.4 Future Trends
    - 5.4.1 Rising Development of New Varieties of Extruded Snacks
  - 5.5 Impact Analysis Of Drivers And Restraints
- 6. Global Extruded Snacks - Market Analysis
  - 6.1 Global Extruded Snacks Market Overview
  - 6.2 Global Extruded Snacks Market -Revenue and Forecast to 2028 (USD Million)
  - 6.3 Market Positioning - Global Extruded Snacks Market Players
- 7. Extruded Snacks Market Analysis - By Category
  - 7.1 Overview
  - 7.2 Extruded Snacks Market Breakdown, by Category, (2021 and 2028)
  - 7.3 Second Generation Snacks
    - 7.3.1 Overview
    - 7.3.2 Second Generation Snacks: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.4 Third Generation Snacks
    - 7.4.1 Overview
    - 7.4.2 Third Generation Snacks: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 8. Extruded Snacks Market Analysis - By Raw Material
  - 8.1 Overview
  - 8.2 Extruded Snacks Market Breakdown, by Raw Material, (2021 and 2028)
  - 8.3 Roots and Tubers
    - 8.3.1 Overview
    - 8.3.2 Roots and Tubers: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
    - 8.3.3 Potato: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 8.3.3.1. Overview
      - 8.3.3.2. Potato Market Forecast and Analysis
    - 8.3.4 Tapioca: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 8.3.4.1. Overview
      - 8.3.4.2. Tapioca Market Forecast and Analysis

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- 8.3.4 Others: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 8.3.5.1. Overview
  - 8.3.5.2. Others Market Forecast and Analysis
- 8.4 Cereals and Grains
  - 8.4.1 Overview
  - 8.4.2 Cereals and Grains: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 8.4.3 Corn: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
    - 8.4.3.1. Overview
    - 8.4.3.2. Corn Market Forecast and Analysis
  - 8.4.4 Wheat: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
    - 8.4.4.1. Overview
    - 8.4.4.2. Wheat Market Forecast and Analysis
  - 8.4.5 Others: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
    - 8.4.5.1. Overview
    - 8.4.5.2. Others Market Forecast and Analysis
- 8.5 Pulses and Lentils
  - 8.5.1 Overview
  - 8.5.2 Pulses and Lentils: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 8.6 Others
  - 8.6.1 Overview
  - 8.6.2 Others: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 9. Extruded Snacks Market Analysis - By Distribution Channel
  - 9.1 Overview
  - 9.2 Extruded Snacks Market Breakdown, by Distribution Channel, (2021 and 2028)
  - 9.3 Supermarkets and Hypermarkets
    - 9.3.1 Overview
    - 9.3.2 Supermarkets and Hypermarkets: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.4 Convenience Stores
    - 9.4.1 Overview
    - 9.4.2 Convenience Stores: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.5 Online Retail
    - 9.5.1 Overview
    - 9.5.2 Online Retail: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 9.6 Others
    - 9.6.1 Overview
    - 9.6.2 Others: Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 10. Extruded Snacks Market - Geographic Analysis
  - 10.1 North America: Extruded Snacks Market
    - 10.1.1 North America: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
    - 10.1.2 North America: Extruded Snacks Market, by Category
    - 10.1.3 North America: Extruded Snacks Market, by Raw Material
    - 10.1.4 North America: Extruded Snacks Market, by Distribution Channel
    - 10.1.5 North America: Extruded Snacks Market, by Key Country
      - 10.1.5.1 US: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.5.1.1 US: Extruded Snacks Market, by Category
        - 10.1.5.1.2 US: Extruded Snacks Market, by Raw Material
        - 10.1.5.1.3 US: Extruded Snacks Market, by Distribution Channel

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- 10.1.5.2 Canada: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
  - 10.1.5.2.1 Canada: Extruded Snacks Market, by Category
  - 10.1.5.2.2 Canada: Extruded Snacks Market, by Raw Material
  - 10.1.5.2.3 Canada: Extruded Snacks Market, by Distribution Channel
- 10.1.5.3 Mexico: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
  - 10.1.5.3.1 Mexico: Extruded Snacks Market, by Category
  - 10.1.5.3.2 Mexico: Extruded Snacks Market, by Raw Material
  - 10.1.5.3.3 Mexico: Extruded Snacks Market, by Distribution Channel
- 10.2 Europe: Extruded Snacks Market
  - 10.2.1 Europe: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
  - 10.2.2 Europe: Extruded Snacks Market, by Category
  - 10.2.3 Europe: Extruded Snacks Market, by Raw Material
  - 10.2.4 Europe: Extruded Snacks Market, by Distribution Channel
  - 10.2.5 Europe: Extruded Snacks Market, by Key Country
    - 10.2.5.1 Germany: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.1.1 Germany: Extruded Snacks Market, by Category
      - 10.2.5.1.2 Germany: Extruded Snacks Market, by Raw Material
      - 10.2.5.1.3 Germany: Extruded Snacks Market, by Distribution Channel
    - 10.2.5.2 France: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.2.1 France: Extruded Snacks Market, by Category
      - 10.2.5.2.2 France: Extruded Snacks Market, by Raw Material
      - 10.2.5.2.3 France: Extruded Snacks Market, by Distribution Channel
    - 10.2.5.3 Italy: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.3.1 Italy: Extruded Snacks Market, by Category
      - 10.2.5.3.2 Italy: Extruded Snacks Market, by Raw Material
      - 10.2.5.3.3 Italy: Extruded Snacks Market, by Distribution Channel
    - 10.2.5.4 United Kingdom: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.4.1 United Kingdom: Extruded Snacks Market, by Category
      - 10.2.5.4.2 United Kingdom: Extruded Snacks Market, by Raw Material
      - 10.2.5.4.3 United Kingdom: Extruded Snacks Market, by Distribution Channel
    - 10.2.5.5 Russia: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.5.1 Russia: Extruded Snacks Market, by Category
      - 10.2.5.5.2 Russia: Extruded Snacks Market, by Raw Material
      - 10.2.5.5.3 Russia: Extruded Snacks Market, by Distribution Channel
    - 10.2.5.6 Rest of Europe: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
      - 10.2.5.6.1 Rest of Europe: Extruded Snacks Market, by Category
      - 10.2.5.6.2 Rest of Europe: Extruded Snacks Market, by Raw Material
      - 10.2.5.6.3 Rest of Europe: Extruded Snacks Market, by Distribution Channel
- 10.3 Asia-Pacific Extruded Snacks Market Revenue and Forecasts to 2028
  - 10.3.1 Asia-Pacific Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.2 Asia-Pacific Extruded Snacks Market Breakdown by Category
  - 10.3.3 Asia-Pacific Extruded Snacks Market Breakdown by Raw Material
  - 10.3.4 Asia-Pacific Extruded Snacks Market Breakdown by Distribution Channel
  - 10.3.5 Asia-Pacific Extruded Snacks Market Breakdown, by Key Countries
    - 10.3.5.1 Australia Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
      - 10.3.5.1.1 Australia Extruded Snacks Market Breakdown by Category
      - 10.3.5.1.2 Australia Extruded Snacks Market Breakdown by Raw Material

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- 10.3.5.1.3 Australia Extruded Snacks Market Breakdown by Distribution Channel
- 10.3.5.2 China Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.5.2.1 China Extruded Snacks Market Breakdown by Category
  - 10.3.5.2.2 China Extruded Snacks Market Breakdown by Raw Material
  - 10.3.5.2.3 China Extruded Snacks Market Breakdown by Distribution Channel
- 10.3.5.3 India Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.5.3.1 India Extruded Snacks Market Breakdown by Category
  - 10.3.5.3.2 India Extruded Snacks Market Breakdown by Raw Material
  - 10.3.5.3.3 India Extruded Snacks Market Breakdown by Distribution Channel
- 10.3.5.4 Japan Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.5.4.1 Japan Extruded Snacks Market Breakdown by Category
  - 10.3.5.4.2 Japan Extruded Snacks Market Breakdown by Raw Material
  - 10.3.5.4.3 Japan Extruded Snacks Market Breakdown by Distribution Channel
- 10.3.5.5 South Korea Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.5.5.1 South Korea Extruded Snacks Market Breakdown by Category
  - 10.3.5.5.2 South Korea Extruded Snacks Market Breakdown by Raw Material
  - 10.3.5.5.3 South Korea Extruded Snacks Market Breakdown by Distribution Channel
- 10.3.5.6 Rest of Asia-Pacific Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.3.5.6.1 Rest of Asia-Pacific Extruded Snacks Market Breakdown by Category
  - 10.3.5.6.2 Rest of Asia-Pacific Extruded Snacks Market Breakdown by Raw Material
  - 10.3.5.6.3 Rest of Asia-Pacific Extruded Snacks Market Breakdown by Distribution Channel
- 10.4 Middle East and Africa Extruded Snacks Market Revenue and Forecasts to 2028
  - 10.4.1 Middle East and Africa Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
  - 10.4.2 Middle East and Africa Extruded Snacks Market Breakdown by Category
  - 10.4.3 Middle East and Africa Extruded Snacks Market Breakdown by Raw Material
  - 10.4.4 Middle East and Africa Extruded Snacks Market Breakdown by End-Use
  - 10.4.5 Middle East and Africa Extruded Snacks Market Breakdown, by Key Countries
    - 10.4.5.1 South Africa Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
      - 10.4.5.1.1 South Africa Extruded Snacks Market Breakdown by Category
      - 10.4.5.1.2 South Africa Extruded Snacks Market Breakdown by Raw Material
      - 10.4.5.1.3 South Africa Extruded Snacks Market Breakdown by Distribution Channel
    - 10.4.5.2 Saudi Arabia Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
      - 10.4.5.2.1 Saudi Arabia Extruded Snacks Market Breakdown by Category
      - 10.4.5.2.2 Saudi Arabia Extruded Snacks Market Breakdown by Raw Material
      - 10.4.5.2.3 Saudi Arabia Extruded Snacks Market Breakdown by Distribution Channel
    - 10.4.5.3 UAE Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
      - 10.4.5.3.1 UAE Extruded Snacks Market Breakdown by Category
      - 10.4.5.3.2 UAE Extruded Snacks Market Breakdown by Raw Material
      - 10.4.5.3.3 UAE Extruded Snacks Market Breakdown by Distribution Channel
    - 10.4.5.4 Rest of Middle East and Africa Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
      - 10.4.5.4.1 Rest of Middle East & Africa Extruded Snacks Market Breakdown by Category
      - 10.4.5.4.2 Rest of Middle East & Africa Extruded Snacks Market Breakdown by Raw Material
      - 10.4.5.4.3 Rest of Middle East & Africa Extruded Snacks Market Breakdown by Distribution Channel
  - 10.5 South and Central America Extruded Snacks Market Revenue and Forecasts to 2028
    - 10.5.1 South and Central America Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
    - 10.5.2 South and Central America Extruded Snacks Market Breakdown by Category
    - 10.5.3 South and Central America Extruded Snacks Market Breakdown by Raw Material

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- 10.5.4 South and Central America Extruded Snacks Market Breakdown by Distribution Channel
- 10.5.5 South and Central America Extruded Snacks Market Breakdown, by Key Countries
  - 10.5.5.1 Brazil Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
    - 10.5.5.1.1 Brazil Extruded Snacks Market Breakdown by Category
    - 10.5.5.1.2 Brazil Extruded Snacks Market Breakdown by Raw Material
    - 10.5.5.1.3 Brazil Extruded Snacks Market Breakdown by Distribution Channel
  - 10.5.5.2 Argentina Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
    - 10.5.5.2.1 Argentina Extruded Snacks Market Breakdown by Category
    - 10.5.5.2.2 Argentina Extruded Snacks Market Breakdown by Raw Material
    - 10.5.5.2.3 Argentina Extruded Snacks Market Breakdown by Distribution Channel
  - 10.5.5.3 Rest of South and Central America Extruded Snacks Market Revenue Forecasts to 2028 (US\$ Million)
    - 10.5.5.3.1 Rest of South and Central America Extruded Snacks Market Breakdown by Category
    - 10.5.5.3.2 Rest of South and Central America Extruded Snacks Market Breakdown by Raw Material
    - 10.5.5.3.3 Rest of South and Central America Extruded Snacks Market Breakdown by Distribution Channel

- 11. Impact of COVID-19 Pandemic on Extruded Snacks Market
  - 11.1 Impact of COVID-19 on Extruded Snacks Market
  - 11.2 North America: Impact Assessment of COVID-19 Pandemic
  - 11.3 Europe: Impact Assessment of COVID-19 Pandemic
  - 11.4 Asia Pacific: Impact Assessment of COVID-19 Pandemic
  - 11.5 Middle East and Africa: Impact Assessment of COVID-19 Pandemic
  - 11.6 South and Central America: Impact Assessment of COVID-19 Pandemic

- 12. Industry Landscape
  - 12.1 Overview
  - 12.2 Market Initiative
  - 12.3 New Raw Material Development
  - 12.4 Merger & Acquisition

- 13. Company Profiles
  - 13.1 PEPSICO
    - 13.1.1. Key Facts
    - 13.1.2. Business Description
    - 13.1.3. Raw Materials and Services
    - 13.1.4. Financial Overview
    - 13.1.5. SWOT Analysis
    - 13.1.6. Key Developments
  - 13.2. AMICA CHIPS S.P.A.
    - 13.2.1. Key Facts
    - 13.2.2. Business Description
    - 13.2.3. Raw Materials and Services
    - 13.2.4. Financial Overview
    - 13.2.5. SWOT Analysis
    - 13.2.6. Key Developments
  - 13.3. CALBEE
    - 13.3.1. Key Facts
    - 13.3.2. Business Description
    - 13.3.3. Raw Materials and Services
    - 13.3.4. Financial Overview

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- 13.3.5. SWOT Analysis
- 13.3.6. Key Developments
- 13.4. PEPPERIDGE FARM INCORPORATED
  - 13.4.1. Key Facts
  - 13.4.2. Business Description
  - 13.4.3. Raw Materials and Services
  - 13.4.4. Financial Overview
  - 13.4.5. SWOT Analysis
  - 13.4.6. Key Developments
- 13.5. KELLOGG'S COMPANY
  - 13.5.1. Key Facts
  - 13.5.2. Business Description
  - 13.5.3. Raw Materials and Services
  - 13.5.4. Financial Overview
  - 13.5.5. SWOT Analysis
  - 13.5.6. Key Developments
- 13.6. GENERAL MILLS INC.
  - 13.6.1. Key Facts
  - 13.6.2. Business Description
  - 13.6.3. Raw Materials and Services
  - 13.6.4. Financial Overview
  - 13.6.5. SWOT Analysis
  - 13.6.6. Key Developments
- 13.7. MEIJI AMERICA INC.
  - 13.7.1. Key Facts
  - 13.7.2. Business Description
  - 13.7.3. Raw Materials and Services
  - 13.7.4. Financial Overview
  - 13.7.5. SWOT Analysis
  - 13.7.6. Key Developments
- 13.8. SENSIBLE PORTIONS
  - 13.8.1. Key Facts
  - 13.8.2. Business Description
  - 13.8.3. Raw Materials and Services
  - 13.8.4. Financial Overview
  - 13.8.5. SWOT Analysis
  - 13.8.6. Key Developments
- 13.9. OLD DUTCH FOODS, INC.
  - 13.9.1. Key Facts
  - 13.9.2. Business Description
  - 13.9.3. Raw Materials and Services
  - 13.9.4. Financial Overview
  - 13.9.5. SWOT Analysis
  - 13.9.6. Key Developments
- 13.10. MIKESELL'S SNACK FOOD COMPANY
  - 13.10.1. Key Facts
  - 13.10.2. Business Description

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13.10.3. Raw Materials and Services  
13.10.4. Financial Overview  
13.10.5. SWOT Analysis  
13.10.6. Key Developments  
14. Appendix  
14.1 About The Insight Partners  
14.2 Word Index

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