

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

Market Report | 2022-09-13 | 132 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The extruded snacks market in Asia Pacific is expected to grow from US\$ 20.16 billion in 2022 to US\$ 32.54 billion by 2028; it is estimated to grow at a CAGR of 8.3% from 2022 to 2028.

Snacking is becoming more popular with an increased demand for convenience food and ready-to-eat food products. The extruded snacks market is fragmented with the presence of a large number of international as well as domestic players. However, the major market of extruded snacks is being captured by a few players with a strong consumer base. Further, in order to retain customers, major players in the market are continuously involved in developing and innovating their product portfolio with new varieties of extruded snacks, such as products including regional flavors. They are also launching attractive products to capture a new customer base. For instance, in August 2021, Bikano one of the major snack producers acquired the license for India's famous character "Chota Bheem" to launch their new range of extruded products. The launch was aimed to cater to the wider consumer base of kids and youngsters in the country. In May 2019, PepsiCo, Inc introduced the "papadam," a South Indian flavored extruded snack, to its product portfolio. The launch was aimed to cater to the South Indian customer base. Therefore, the increasing development of new varieties of extruded snacks in order to cater to a new consumer base is a significant trend in the overall extruded snacks market.

Asia Pacific Extruded Snacks Market Revenue and Forecast to 2028 (US\$ Billion)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Asia Pacific Extruded Snacks Market Segmentation

The Asia Pacific extruded snacks market is segmented into raw material, category, distribution channel, and country. Based on raw material, the market has been segmented into roots and tubers, cereals and grains, pulses and lentils, and others. The cereals and grains segment would dominate the market in 2022. The roots and tubers segment is further categorized into potato, tapioca, and others. The cereals and grains segment is subsegmented into corn, wheat, and others. Based on category, the Asia Pacific extruded snacks market has been divided into second generation snacks and third generation snacks. The second generation snacks segment would dominate the market in 2022. Based on distribution channel, the Asia Pacific extruded snacks market has been segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment would dominate the market in 2022. Based on country, the Asia Pacific extruded snacks market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. China would dominate the market in 2022.

Key players operating in the Asia Pacific extruded snacks market include Calbee; General Mills Inc.; Hain Celestial; Kellogg's Company; Meiji Holdings Co. Ltd.; and PepsiCo, Inc.

### Table of Contents:

#### TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Study Scope
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
- 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. APAC Extruded Snacks Market Landscape
  - 4.1 Market Overview
  - 4.2 Porter's Five Forces Analysis
    - 4.2.1 Bargaining Power of Suppliers
    - 4.2.2 Bargaining Power of Buyers
    - 4.2.3 Threat of New Entrants
    - 4.2.4 Competitive Rivalry
    - 4.2.5 Threat of Substitutes
  - 4.3 Expert Opinion
- 5. APAC Extruded Snacks Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 Growing Demand for Convenience and On-the-go Products

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 5.1.2 Increased Penetration of Retail Chains
- 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. Extruded Snacks Market - APAC Analysis
  - 6.1 APAC Extruded Snacks Market Overview
  - 6.2 APAC Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
- 7. APAC Extruded Snacks Market Analysis - By Raw Material
  - 7.1 Overview
  - 7.2 APAC Extruded Snacks Market Breakdown, by Raw Material, 2021 & 2028
  - 7.3 Roots and Tubers
    - 7.3.1 Overview
    - 7.3.2 Roots and Tubers: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.3.2.1 Potato: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.3.2.2 Tapioca: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.3.2.3 Others: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.4 Cereals and Grains
    - 7.4.1 Overview
    - 7.4.2 Cereals and Grains: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.4.2.1 Corn: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.4.2.2 Wheat: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
      - 7.4.2.3 Others: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.5 Pulses and Lentils
    - 7.5.1 Overview
    - 7.5.2 Pulses and Lentils: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 7.6 Others
    - 7.6.1 Overview
    - 7.6.2 Others: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 8. APAC Extruded Snacks Market Analysis - By Category
  - 8.1 Overview
  - 8.2 APAC Extruded Snacks Market Breakdown, by Category, 2021 & 2028
  - 8.3 Second Generation Snacks
    - 8.3.1 Overview
    - 8.3.2 Second Generation Snacks: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
  - 8.4 Third Generation Snacks
    - 8.4.1 Overview
    - 8.4.2 Third Generation Snacks: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 9. APAC Extruded Snacks Market Analysis - By Distribution Channel
  - 9.1 Overview
  - 9.2 APAC Extruded Snacks Market Breakdown, by Distribution Channel, 2021 & 2028
  - 9.3 Supermarkets and Hypermarkets
    - 9.3.1 Overview
    - 9.3.2 Supermarkets and Hypermarkets: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 9.4 Convenience Stores
  - 9.4.1 Overview
  - 9.4.2 Convenience Stores: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.5 Online Retail
  - 9.5.1 Overview
  - 9.5.2 Online Retail: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 9.6 Others
  - 9.6.1 Overview
  - 9.6.2 Others: APAC Extruded Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 10. APAC Extruded Snacks Market- Country Analysis
  - 10.1 Overview
    - 10.1.1 APAC: Extruded Snacks Market, by Key Country
      - 10.1.1.1 Australia: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.1.1 Australia: Extruded Snacks Market, By Raw Material
          - 10.1.1.1.1.1 Australia: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.1.1.2 Australia: Cereals and Grains Extruded Snacks Market, by Cereals and Grains Type
        - 10.1.1.1.2 Australia: Extruded Snacks Market, by Category
          - 10.1.1.1.3 Australia: Extruded Snacks Market, by Distribution Channel
      - 10.1.1.2 China: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.2.1 China: Extruded Snacks Market, By Raw Material
          - 10.1.1.2.1.1 China: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.2.1.2 China: Cereals and Grains Extruded Snacks Market, by Cereals and Grains Type
        - 10.1.1.2.2 China: Extruded Snacks Market, by Category
          - 10.1.1.2.3 China: Extruded Snacks Market, by Distribution Channel
      - 10.1.1.3 India: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.3.1 India: Extruded Snacks Market, by Raw Material
          - 10.1.1.3.1.1 India: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.3.1.2 India: Cereals and Grains Extruded Snacks Market, by Raw Material Type
        - 10.1.1.3.2 India: Extruded Snacks Market, by Category
          - 10.1.1.3.3 India: Extruded Snacks Market, by Distribution Channel
      - 10.1.1.4 Japan: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.4.1 Japan: Extruded Snacks Market, By Raw Material
          - 10.1.1.4.1.1 Japan: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.4.1.2 Japan: Cereals and Grains Extruded Snacks Market, by Cereals and Grains Type
        - 10.1.1.4.2 Japan: Extruded Snacks Market, by Category
          - 10.1.1.4.3 Japan: Extruded Snacks Market, by Distribution Channel
      - 10.1.1.5 South Korea: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.5.1 South Korea: Extruded Snacks Market, By Raw Material
          - 10.1.1.5.1.1 South Korea: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.5.1.2 South Korea: Cereals and Grains Extruded Snacks Market, by Cereals and Grains Type
        - 10.1.1.5.2 South Korea: Extruded Snacks Market, by Category
          - 10.1.1.5.3 South Korea: Extruded Snacks Market, by Distribution Channel
      - 10.1.1.6 Rest of APAC: Extruded Snacks Market -Revenue and Forecast to 2028 (US\$ Million)
        - 10.1.1.6.1 Rest of APAC: Extruded Snacks Market, By Raw Material
          - 10.1.1.6.1.1 Rest of APAC: Roots and Tubers Extruded Snacks Market, by Roots and Tubers Type
          - 10.1.1.6.1.2 Rest of APAC: Cereals and Grains Extruded Snacks Market, by Cereals and Grains Type
        - 10.1.1.6.2 Rest of APAC: Extruded Snacks Market, by Category

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

#### 10.1.1.6.3 Rest of APAC: Extruded Snacks Market, by Distribution Channel

### 11. Industry Landscape

#### 11.1 Overview

#### 11.2 Business Planning and Strategy

#### 11.3 Expansion & Collaboration

#### 11.4 Product News

### 12. Company Profiles

#### 12.1 PepsiCo, Inc.

##### 12.1.1 Key Facts

##### 12.1.2 Business Description

##### 12.1.3 Products and Services

##### 12.1.4 Financial Overview

##### 12.1.5 SWOT Analysis

##### 12.1.6 Key Developments

#### 12.2 Calbee

##### 12.2.1 Key Facts

##### 12.2.2 Business Description

##### 12.2.3 Products and Services

##### 12.2.4 Financial Overview

##### 12.2.5 SWOT Analysis

##### 12.2.6 Key Developments

#### 12.3 Kellogg's Company

##### 12.3.1 Key Facts

##### 12.3.2 Business Description

##### 12.3.3 Products and Services

##### 12.3.4 Financial Overview

##### 12.3.5 SWOT Analysis

##### 12.3.6 Key Developments

#### 12.4 General Mills Inc.

##### 12.4.1 Key Facts

##### 12.4.2 Business Description

##### 12.4.3 Products and Services

##### 12.4.4 Financial Overview

##### 12.4.5 SWOT Analysis

##### 12.4.6 Key Developments

#### 12.5 Meiji Holdings Co., Ltd.

##### 12.5.1 Key Facts

##### 12.5.2 Business Description

##### 12.5.3 Products and Services

##### 12.5.4 Financial Overview

##### 12.5.5 SWOT Analysis

##### 12.5.6 Key Developments

#### 12.6 Hain Celestial

##### 12.6.1 Key Facts

##### 12.6.2 Business Description

##### 12.6.3 Products and Services

##### 12.6.4 Financial Overview

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 12.6.5 SWOT Analysis
- 12.6.6 Key Developments
- 13. Appendix
  - 13.1 About The Insight Partners
  - 13.2 Word Index

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

Market Report | 2022-09-13 | 132 pages | The Insight Partners

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Price	\$3000.00
	Site Price	\$4000.00
	Enterprise Price	\$5000.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>