

**North America 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)**

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**AVAILABLE LICENSES:**

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

**Report description:**

The extruded snacks market in North America is expected to grow from US\$ 13.13 billion in 2022 to US\$ 18.91 billion by 2028; it is estimated to grow at a CAGR of 6.3% from 2022 to 2028.

The rapid emergence of the retail chain is one of the driving factors for extruded snacks market. Retail chains are key contributors to increasing awareness about extruded snacks among consumers. The strong presence of retail chains across the region is contributing to the growth of the market. Penetration of retail chains is increasing across the region. According to the National Retail Federation, in 2021, the total number of retail stores established across the US increased and grew over 70% in the last three years totaling approximately 3,950 stores across the US. Furthermore, expansion plans of major retailers across rural and semi-urban areas across the region are expected to increase consumer awareness and availability of extruded products in the coming years, thereby driving the market. The increasing foreign direct investment in various emerging countries is further posing a growth opportunity for the extruded snacks market. Furthermore, some retailers are introducing their private label products in order to cater to the rising consumer demand for extruded snacks market. Thus, the increasing penetration of the retail chain is driving the extruded snacks market.

North America Extruded Snacks Market Revenue and Forecast to 2028 (US\$ Billion)

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The North America 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 North America 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 North America 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 North America extruded snacks market is segmented into the US, Canada, and Mexico. The US would dominate the market in 2022.

The key players operating in the North America extruded snacks market include Calbee; General Mills Inc.; Hain Celestial; Kellogg's Company; Meiji Holdings Co. Ltd.; Mikesell's Snack Food Company; Old Dutch Foods, Inc.; Pepperidge Farm Incorporated; and PepsiCo, Inc.

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