

Where Consumers Shop for Snacks

Global Strategy | 2023-12-06 | 34 pages | Euromonitor

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Report description:

The global snacks markets grew in 2023, despite negative external factors, such as high inflation, the impact of the war in Ukraine on supply chains, climate change and currency devaluations. Supermarkets and small local grocers lead store-based retail in snacks. E-commerce snack sales have maintained momentum following the channel's rapidly increased adoption during the COVID-19 pandemic, particularly in savoury snacks and confectionery.

Euromonitor International's Where Consumers Shop for Snacks global briefing provides a comprehensive overview of the Snacks market, providing insight on sales and market potential, retail distribution and company and brand shares. Analysis identifies emerging geographies alongside growth opportunities in the most developed, highest value countries. It also offers strategic analysis of the key trends shaping the industry and consumer demand, such as health and wellness, sustainability, the evolution of eating occasions, in addition to ongoing considerations of convenience and value-for-money in the post-pandemic world. Insight into how these trends are shaping demand in <|Year|> informs forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Introduction
Industry snapshot
Channel shifts
Retail offline
Non-store channels
Retail e-commerce
Future developments

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