

High Fibre Snacks Market By Nature (Organic, Conventional), By Product (Cereal and Granola Bars, Nuts and Seeds, Dried Fruits, Biscuits and Cookies, Trail Mix Snacks, Others), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online Retailers, Others): Global Opportunity Analysis and Industry Forecast, 2023-2032

Market Report | 2023-07-01 | 280 pages | Allied Market Research

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Report description:

The global high fibre snacks market was valued at \$24.1 billion in 2022, and is projected to reach \$56.8 billion by 2032, growing at a CAGR of 9% from 2023 to 2032. The demand for high-fiber snacks is growing at a rapid pace in recent years due to the increase in awareness over health-consciousness. Consumers have become more aware around the benefits and importance of a healthy diet which plays an important role in maintaining digestive health with an adequate amount of fiber. This increased awareness has increased the demand for snacks that offer health benefits along with the taste and affordability. The consumers in the developing regions follow specific dietary preferences or have food restrictions such as vegetarian, vegan, gluten-free, or low-carb diets. High-fiber snacks is becoming more popular to cater to these dietary needs, by offering attractive options for consumers looking for suitable snack options.

The factors such as consumer preference for healthier high-fiber snacks products, change in culture & lifestyle of the emerging Asian market, and increase in demand for convenience foods have impacted the growth of the high-fiber snacks market. Moreover, the market is expected to grow at a faster rate during the forecast period due to increase in population, rise in urbanization, and introduction of healthier bakery alternatives at reasonable costs. Supermarkets and hypermarkets are expected to remain the main sales channels for sweet and savory snacks for the near future. However, as a newly-emerging retail channel that is seeing rapid growth, internet retailing is expected to play a more important role.

As a result of brand-building efforts and the establishment of logistics systems, key business-to-consumer online retailers such as yihaodian and Tmall have become more popular among domestic consumers. Internet retailing is able to provide consumers in

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lower-tier cities with easier access to newly-launched sweet and savory snacks. The greatest potential threat to the growth of sweet and savory snacks is the consumers' concern regarding food safety. By type, savory snacks held a major share in the market. Changing the lifestyle of people and consuming savory snacks in the parties, events and other functions that serve the people with beverages impact the savory snack market positively. The surge in consumption among the population and rapid urbanization influences the food and beverage industries of key growth of the market.

Snacking products are a leading trend in the food and beverage industry, which is a major key factor that fuels the growth of the global high-fiber snacks market. The business to consumer channel including the hypermarkets/supermarkets segment was the leading channel with maximum share in 2022 growing with a significant CAGR during the forecast period. This is attributed to the increase in business of retail sales in different regions and availability of large shelf space for maximum sales.

The high-fiber snacks market is segmented on the basis of nature, product, distribution channel, and region. By nature, it is bifurcated into organic and conventional. By product, the market is classified into cereal & granola bars, nuts & seeds, dried fruits, meat snacks, biscuits & cookies, trail mix snacks, and others. By distribution channel, it is divided into supermarkets/hypermarkets, specialty stores, convenience stores, online retailers, and others. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, the UK, Spain, Italy, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, South Africa, and rest of LAMEA). The key players profiled in this report are Hodgson Mill, Inc., Bearded Brothers, LLC, BiteBox, Ardent Mills, Pure Snacks Private Limited, General Mills Inc., Flowers Foods, Inc., Energy Bar Foods, Kellogg Company, and Grain Millers, Inc.

KEY MARKET SEGMENTS

- -By Nature
- -Organic
- -Conventional
- -By Product
- -Cereal and Granola Bars
- -Nuts and Seeds
- -Dried Fruits
- -Meat Snacks
- -Biscuits and Cookies
- -Trail Mix Snacks
- -Others
- -By Distribution Channel
- -Supermarkets/Hypermarkets
- -Specialty Stores
- -Convenience Stores
- -Online Retailers
- -Others

By region

North America

U.S.

Canada

Mexico

Europe

France

Germany

UK

Italy

Spain

Rest of Europe

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Asia-Pacific

China

lapan

India

Australia

South Korea

Rest of Asia Pacific

LAMEA

Brazil

Argentina

South Africa

Middle East

Rest of LAMEA

Key Benefits For Stakeholders

- -This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the high fibre snacks market analysis from 2022 to 2032 to identify the prevailing high fibre snacks market opportunities.
- -The market research is offered along with information related to key drivers, restraints, and opportunities.
- -Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- -In-depth analysis of the high fibre snacks market segmentation assists to determine the prevailing market opportunities.
- -Major countries in each region are mapped according to their revenue contribution to the global market.
- -Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- -The report includes the analysis of the regional as well as global high fibre snacks market trends, key players, market segments, application areas, and market growth strategies.

Additional benefits you will get with this purchase are:

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Possible Customization with this report (with additional cost and timeline talk to the sales executive to know more)

- Investment Opportunities
- Product Benchmarking / Product specification and applications
- Product Life Cycles
- Senario Analysis & Growth Trend Comparision
- Supply Chain Analysis & Vendor Margins
- Upcoming/New Entrant by Regions

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- Technology Trend Analysis
- Average Consumer Expenditure
- Pain Point Analysis
- Regulatory Guidelines
- Strategic Recommedations
- Average Selling Price Analysis / Price Point Analysis
- Expanded list for Company Profiles
- Historic market data
- Import Export Analysis/Data
- Per Capita Consumption Trends
- Reimbursement Scenario
- SWOT Analysis
- Volume Market Size and Forecast

Key Market Segments

By Distribution Channel

- Supermarkets/Hypermarkets
- Specialty Stores
- Convenience Stores
- Online Retailers
- Others

By Nature

- Organic
- Conventional

By Product

- Cereal and Granola Bars
- Nuts and Seeds
- Dried Fruits
- Biscuits and Cookies
- Trail Mix Snacks
- Others

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- UK
- Germany
- Italy
- Spain
- France
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea

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- Australia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- UAE
- Saudi Arabia
- Rest of LAMEA
- Key Market Players
- Ardent Mills
- Bearded Brothers, LLC
- BiteBox
- Energy Bar Foods
- Flowers Foods, Inc.
- General Mills Inc.
- Grain Millers, Inc.
- Hodgson Mill, Inc.
- Kellogg Company
- Pure Snacks Private Limited

Table of Contents:

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research Methodology
- 1.4.1. Primary research
- 1.4.2. Secondary research
- 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

2.1. CXO Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
- 3.2.1. Top impacting factors
- 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
- 3.3.1. Low bargaining power of suppliers
- 3.3.2. Low threat of new entrants
- 3.3.3. Low threat of substitutes
- 3.3.4. Low intensity of rivalry
- 3.3.5. Low bargaining power of buyers
- 3.4. Market dynamics
- 3.4.1. Drivers
- 3.4.1.1. Increase in awareness about health
- 3.4.1.2. Increase in demand for convenience food
- 3.4.1.3. Change in culture & lifestyle of the emerging Asian market

Scotts International, EU Vat number: PL 6772247784

- 3.4.2. Restraints
- 3.4.2.1. Availability of healthier substitutes
- 3.4.2.2. High cost of production of organic foods
- 3.4.3. Opportunities
- 3.4.3.1. Increase in willingness of consumers to buy premium and environment friendly products
- 3.5. COVID-19 Impact Analysis on the market
- 3.6. Value Chain Analysis
- CHAPTER 4: HIGH FIBRE SNACKS MARKET, BY NATURE
- 4.1. Overview
- 4.1.1. Market size and forecast
- 4.2. Organic
- 4.2.1. Key market trends, growth factors and opportunities
- 4.2.2. Market size and forecast, by region
- 4.2.3. Market share analysis by country
- 4.3. Conventional
- 4.3.1. Key market trends, growth factors and opportunities
- 4.3.2. Market size and forecast, by region
- 4.3.3. Market share analysis by country

CHAPTER 5: HIGH FIBRE SNACKS MARKET, BY PRODUCT

- 5.1. Overview
- 5.1.1. Market size and forecast
- 5.2. Cereal and Granola Bars
- 5.2.1. Key market trends, growth factors and opportunities
- 5.2.2. Market size and forecast, by region
- 5.2.3. Market share analysis by country
- 5.3. Nuts and Seeds
- 5.3.1. Key market trends, growth factors and opportunities
- 5.3.2. Market size and forecast, by region
- 5.3.3. Market share analysis by country
- 5.4. Dried Fruits
- 5.4.1. Key market trends, growth factors and opportunities
- 5.4.2. Market size and forecast, by region
- 5.4.3. Market share analysis by country
- 5.5. Biscuits and Cookies
- 5.5.1. Key market trends, growth factors and opportunities
- 5.5.2. Market size and forecast, by region
- 5.5.3. Market share analysis by country
- 5.6. Trail Mix Snacks
- 5.6.1. Key market trends, growth factors and opportunities
- 5.6.2. Market size and forecast, by region
- 5.6.3. Market share analysis by country
- 5.7. Others
- 5.7.1. Key market trends, growth factors and opportunities
- 5.7.2. Market size and forecast, by region

Scotts International, EU Vat number: PL 6772247784

5.7.3. Market share analysis by country

CHAPTER 6: HIGH FIBRE SNACKS MARKET, BY DISTRIBUTION CHANNEL

- 6.1. Overview
- 6.1.1. Market size and forecast
- 6.2. Supermarkets/Hypermarkets
- 6.2.1. Key market trends, growth factors and opportunities
- 6.2.2. Market size and forecast, by region
- 6.2.3. Market share analysis by country
- 6.3. Specialty Stores
- 6.3.1. Key market trends, growth factors and opportunities
- 6.3.2. Market size and forecast, by region
- 6.3.3. Market share analysis by country
- 6.4. Convenience Stores
- 6.4.1. Key market trends, growth factors and opportunities
- 6.4.2. Market size and forecast, by region
- 6.4.3. Market share analysis by country
- 6.5. Online Retailers
- 6.5.1. Key market trends, growth factors and opportunities
- 6.5.2. Market size and forecast, by region
- 6.5.3. Market share analysis by country
- 6.6. Others
- 6.6.1. Key market trends, growth factors and opportunities
- 6.6.2. Market size and forecast, by region
- 6.6.3. Market share analysis by country

CHAPTER 7: HIGH FIBRE SNACKS MARKET, BY REGION

- 7.1. Overview
- 7.1.1. Market size and forecast By Region
- 7.2. North America
- 7.2.1. Key trends and opportunities
- 7.2.2. Market size and forecast, by Nature
- 7.2.3. Market size and forecast, by Product
- 7.2.4. Market size and forecast, by Distribution Channel
- 7.2.5. Market size and forecast, by country
- 7.2.5.1. U.S.
- 7.2.5.1.1. Key market trends, growth factors and opportunities
- 7.2.5.1.2. Market size and forecast, by Nature
- 7.2.5.1.3. Market size and forecast, by Product
- 7.2.5.1.4. Market size and forecast, by Distribution Channel
- 7.2.5.2. Canada
- 7.2.5.2.1. Key market trends, growth factors and opportunities
- 7.2.5.2.2. Market size and forecast, by Nature
- 7.2.5.2.3. Market size and forecast, by Product
- 7.2.5.2.4. Market size and forecast, by Distribution Channel
- 7.2.5.3. Mexico
- 7.2.5.3.1. Key market trends, growth factors and opportunities
- 7.2.5.3.2. Market size and forecast, by Nature
- 7.2.5.3.3. Market size and forecast, by Product

Scotts International, EU Vat number: PL 6772247784

- 7.2.5.3.4. Market size and forecast, by Distribution Channel
- 7.3. Europe
- 7.3.1. Key trends and opportunities
- 7.3.2. Market size and forecast, by Nature
- 7.3.3. Market size and forecast, by Product
- 7.3.4. Market size and forecast, by Distribution Channel
- 7.3.5. Market size and forecast, by country
- 7.3.5.1. UK
- 7.3.5.1.1. Key market trends, growth factors and opportunities
- 7.3.5.1.2. Market size and forecast, by Nature
- 7.3.5.1.3. Market size and forecast, by Product
- 7.3.5.1.4. Market size and forecast, by Distribution Channel
- 7.3.5.2. Germany
- 7.3.5.2.1. Key market trends, growth factors and opportunities
- 7.3.5.2.2. Market size and forecast, by Nature
- 7.3.5.2.3. Market size and forecast, by Product
- 7.3.5.2.4. Market size and forecast, by Distribution Channel
- 7.3.5.3. Italy
- 7.3.5.3.1. Key market trends, growth factors and opportunities
- 7.3.5.3.2. Market size and forecast, by Nature
- 7.3.5.3.3. Market size and forecast, by Product
- 7.3.5.3.4. Market size and forecast, by Distribution Channel
- 7.3.5.4. Spain
- 7.3.5.4.1. Key market trends, growth factors and opportunities
- 7.3.5.4.2. Market size and forecast, by Nature
- 7.3.5.4.3. Market size and forecast, by Product
- 7.3.5.4.4. Market size and forecast, by Distribution Channel
- 7.3.5.5. France
- 7.3.5.5.1. Key market trends, growth factors and opportunities
- 7.3.5.5.2. Market size and forecast, by Nature
- 7.3.5.5.3. Market size and forecast, by Product
- 7.3.5.5.4. Market size and forecast, by Distribution Channel
- 7.3.5.6. Rest of Europe
- 7.3.5.6.1. Key market trends, growth factors and opportunities
- 7.3.5.6.2. Market size and forecast, by Nature
- 7.3.5.6.3. Market size and forecast, by Product
- 7.3.5.6.4. Market size and forecast, by Distribution Channel
- 7.4. Asia-Pacific
- 7.4.1. Key trends and opportunities
- 7.4.2. Market size and forecast, by Nature
- 7.4.3. Market size and forecast, by Product
- 7.4.4. Market size and forecast, by Distribution Channel
- 7.4.5. Market size and forecast, by country
- 7.4.5.1. China
- 7.4.5.1.1. Key market trends, growth factors and opportunities
- 7.4.5.1.2. Market size and forecast, by Nature
- 7.4.5.1.3. Market size and forecast, by Product

Scotts International. EU Vat number: PL 6772247784

- 7.4.5.1.4. Market size and forecast, by Distribution Channel
- 7.4.5.2. Japan
- 7.4.5.2.1. Key market trends, growth factors and opportunities
- 7.4.5.2.2. Market size and forecast, by Nature
- 7.4.5.2.3. Market size and forecast, by Product
- 7.4.5.2.4. Market size and forecast, by Distribution Channel
- 7.4.5.3. India
- 7.4.5.3.1. Key market trends, growth factors and opportunities
- 7.4.5.3.2. Market size and forecast, by Nature
- 7.4.5.3.3. Market size and forecast, by Product
- 7.4.5.3.4. Market size and forecast, by Distribution Channel
- 7.4.5.4. South Korea
- 7.4.5.4.1. Key market trends, growth factors and opportunities
- 7.4.5.4.2. Market size and forecast, by Nature
- 7.4.5.4.3. Market size and forecast, by Product
- 7.4.5.4.4. Market size and forecast, by Distribution Channel
- 7.4.5.5. Australia
- 7.4.5.5.1. Key market trends, growth factors and opportunities
- 7.4.5.5.2. Market size and forecast, by Nature
- 7.4.5.5.3. Market size and forecast, by Product
- 7.4.5.5.4. Market size and forecast, by Distribution Channel
- 7.4.5.6. Rest of Asia-Pacific
- 7.4.5.6.1. Key market trends, growth factors and opportunities
- 7.4.5.6.2. Market size and forecast, by Nature
- 7.4.5.6.3. Market size and forecast, by Product
- 7.4.5.6.4. Market size and forecast, by Distribution Channel
- 7.5. LAMEA
- 7.5.1. Key trends and opportunities
- 7.5.2. Market size and forecast, by Nature
- 7.5.3. Market size and forecast, by Product
- 7.5.4. Market size and forecast, by Distribution Channel
- 7.5.5. Market size and forecast, by country
- 7.5.5.1. Brazil
- 7.5.5.1.1. Key market trends, growth factors and opportunities
- 7.5.5.1.2. Market size and forecast, by Nature
- 7.5.5.1.3. Market size and forecast, by Product
- 7.5.5.1.4. Market size and forecast, by Distribution Channel
- 7.5.5.2. Argentina
- 7.5.5.2.1. Key market trends, growth factors and opportunities
- 7.5.5.2.2. Market size and forecast, by Nature
- 7.5.5.2.3. Market size and forecast, by Product
- 7.5.5.2.4. Market size and forecast, by Distribution Channel
- 7.5.5.3. UAE
- 7.5.5.3.1. Key market trends, growth factors and opportunities
- 7.5.5.3.2. Market size and forecast, by Nature
- 7.5.5.3.3. Market size and forecast, by Product
- 7.5.5.3.4. Market size and forecast, by Distribution Channel

Scotts International, EU Vat number: PL 6772247784

- 7.5.5.4. Saudi Arabia
- 7.5.5.4.1. Key market trends, growth factors and opportunities
- 7.5.5.4.2. Market size and forecast, by Nature
- 7.5.5.4.3. Market size and forecast, by Product
- 7.5.5.4.4. Market size and forecast, by Distribution Channel
- 7.5.5.5. Rest of LAMEA
- 7.5.5.5.1. Key market trends, growth factors and opportunities
- 7.5.5.5.2. Market size and forecast, by Nature
- 7.5.5.3. Market size and forecast, by Product
- 7.5.5.5.4. Market size and forecast, by Distribution Channel

CHAPTER 8: COMPETITIVE LANDSCAPE

- 8.1. Introduction
- 8.2. Top winning strategies
- 8.3. Product Mapping of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top player positioning, 2022

CHAPTER 9: COMPANY PROFILES

- 9.1. Ardent Mills
- 9.1.1. Company overview
- 9.1.2. Key Executives
- 9.1.3. Company snapshot
- 9.1.4. Operating business segments
- 9.1.5. Product portfolio
- 9.1.6. Key strategic moves and developments
- 9.2. General Mills Inc.
- 9.2.1. Company overview
- 9.2.2. Key Executives
- 9.2.3. Company snapshot
- 9.2.4. Operating business segments
- 9.2.5. Product portfolio
- 9.2.6. Business performance
- 9.3. Flowers Foods. Inc.
- 9.3.1. Company overview
- 9.3.2. Key Executives
- 9.3.3. Company snapshot
- 9.3.4. Operating business segments
- 9.3.5. Product portfolio
- 9.3.6. Business performance
- 9.3.7. Key strategic moves and developments
- 9.4. Grain Millers, Inc.
- 9.4.1. Company overview
- 9.4.2. Key Executives
- 9.4.3. Company snapshot
- 9.4.4. Operating business segments
- 9.4.5. Product portfolio
- 9.5. Hodgson Mill, Inc.

Scotts International. EU Vat number: PL 6772247784

- 9.5.1. Company overview
- 9.5.2. Key Executives
- 9.5.3. Company snapshot
- 9.5.4. Operating business segments
- 9.5.5. Product portfolio
- 9.6. Bearded Brothers, LLC
- 9.6.1. Company overview
- 9.6.2. Key Executives
- 9.6.3. Company snapshot
- 9.6.4. Operating business segments
- 9.6.5. Product portfolio
- 9.7. Pure Snacks Private Limited
- 9.7.1. Company overview
- 9.7.2. Key Executives
- 9.7.3. Company snapshot
- 9.7.4. Operating business segments
- 9.7.5. Product portfolio
- 9.8. Energy Bar Foods
- 9.8.1. Company overview
- 9.8.2. Key Executives
- 9.8.3. Company snapshot
- 9.8.4. Operating business segments
- 9.8.5. Product portfolio
- 9.9. BiteBox
- 9.9.1. Company overview
- 9.9.2. Key Executives
- 9.9.3. Company snapshot
- 9.9.4. Operating business segments
- 9.9.5. Product portfolio
- 9.10. Kellogg Company
- 9.10.1. Company overview
- 9.10.2. Key Executives
- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. Business performance
- 9.10.7. Key strategic moves and developments



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