

**Low Calorie Dip Market By Form (Organic, Conventional), By Type (Classic, Garlic, Onion, Cheese, Others), By End User (Residential, Food Services), By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, E-Commerce, Business to business): Global Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2023-01-01 | 335 pages | Allied Market Research

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**Report description:**

The global low-calorie dip market was valued at \$252,863.2 thousand in 2021 and is projected to reach \$424,640.9 thousand by 2031, registering a CAGR of 5.5%. The food services segment was the highest revenue contributor to the market, with \$220,377.9 million in 2021, and is estimated to reach \$360,000.5 million by 2031, with a CAGR of 5.2%.

As a result of the pandemic, a greater proportion of people reported eating healthier and more protein-rich foods than usual. All of these factors contributed to a significant increase in sales of low-calorie snack products during the pandemic, and this trend is expected to continue throughout the forecast period. The COVID-19 outbreak and its negative impact on economies and industries around the world are expected to result in a significant decrease in the global low-calorie snacks market size in 2020. Various scenarios have been analyzed using data from secondary sources and current information about the situation. These scenarios were also discussed with food and beverage industry experts.

To meet consumer demand and expand their business, organic product manufacturers in various regions follow a strategy of improving existing products and increasing the production of flavored organic dip. This is one of the primary reasons why the demand for a low-calorie dip is increasing. The U.S. is one of the dominant countries, with a significant share of the organic low-calorie dip market, and it exports the product to a number of other countries, including China, Canada, Mexico, the United Kingdom, and others.

The food service industry is responsible for preparing, transporting, and selling food to customers. Restaurant chains, quick service restaurants, fast casual restaurants, cloud kitchens, food delivery services, and others are examples of this. The food service industry has grown at an unprecedented rate in recent years, owing to increased penetration of fast-food chains such as Burger King, Yum Brands, KFC, McDonald's, Domino's, and Pizza Hut. These fast-food chains frequently include low-calorie dip in

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their affordable meal plans, which is a significant factor that contributes to increased consumption of low-calorie dip around the world.

There are presently numerous low-calorie dip replacements on the market, which include fresh made dip, sauce, ketchup, and other spreads. These market substitute products provide a similar benefit to matcha tea and are available at competitive prices. As a result, consumers can easily switch to these readily available substitutes. The aforementioned fact poses a potential threat of substitution for the industry, which is expected to impede market growth.

The increase in employment and urbanization is a positive factor for the market. According to the World Bank, approximately 54.8% of the global population is currently employed, which positively influences market growth because as employment and busy lifestyles increase, so will the demand for convenience food. Furthermore, consumers adopt dynamic changes of the fast & sedentary lifestyle, which has resulted in a decrease or elimination of home cooking as a household activity. The shift in lifestyle has caused consumers to gravitate toward convenience foods in order to save time and effort, propelling the market growth.

The low calorie dip market is segmented on the basis of form, type, end user, distribution channel, and region. On the basis of type, the market is categorized as classic, garlic, onion, cheese, and others. On the basis of form, the market is bifurcated into organic and conventional. On the basis of end user, it is bifurcated into food service and residential. On the basis of distribution channel, it is divided into hypermarkets/supermarkets, specialty stores, e-commerce, and business to business. On the basis of region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, Germany, France, Italy, Spain, Russia, Sweden, the Netherlands, Denmark, Poland, and Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, Thailand, Singapore, Indonesia, New Zealand, and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, the Middle East, Saudi Arabia, Egypt, Nigeria, and rest of LAMEA).

The players operating in the global low-calorie dips market have adopted various developmental strategies including but not limited to product launches, geographical expansion, and acquisitions to increase their market share, gain profitability, and remain competitive in the market. The key players included in the market analysis are - Kite Hill, Earthy Bliss, Focus Brands LLC, The Honest Stand, Pepsico, Inc., Strauss Group inc., Good Karma Foods, Rigoni Di Asiago S.R.L, General Mills, Inc., Good Foods Group, GreenSpace Brands, Winegreens world, Nestle S.A., and PANOS brands.

#### Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the low calorie dip market analysis from 2021 to 2031 to identify the prevailing low calorie dip 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 low calorie dip 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 low calorie dip market trends, key players, market segments, application areas, and market growth strategies.

#### Key Market Segments

##### By Form

- Organic
- Conventional

##### By End User

- Residential
- Food Services

##### By Type

- Classic
- Garlic
- Onion

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- Cheese

- Others

By Distribution Channel

- Hypermarkets and Supermarkets

- Specialty Stores

- E-Commerce

- Business to business

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Italy

- Spain

- Russia

- Sweden

- Netherlands

- Denmark

- Poland

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- Australia

- South Korea

- Thailand

- Malaysia

- Singapore

- Indonesia

- New Zealand

- Rest of Asia-Pacific

- LAMEA

- Brazil

- Argentina

- South Africa

- Middle East

- Saudi Arabia

- Egypt

- Nigeria

- Rest of LAMEA

- Key Market Players

- Kite Hill

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- Earthy Bliss
- Focus Brands LLC
- The Honest Stand
- Pepsico, Inc.
- Strauss Group inc.
- Good Karma Foods
- Rigoni Di Asiago S.R.L
- General Mills, Inc.
- Good Foods Group
- GreenSpace Brands
- Winegreens world
- Nestle S.A.
- PANOS brands

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