

Global Organic Snacks Market Report and Forecast 2024-2032

Market Report | 2024-06-17 | 166 pages | EMR Inc.

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Report description:

Global Organic Snacks Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the global organic snacks market size reached a value of USD 12.02 billion in 2023. Aided by the rising number of health-conscious consumers, the market is projected to further grow at a CAGR of 10.8% between 2024 and 2032 to reach a value of USD 30.30 billion by 2032.

Organic snacks are food products made from organic ingredients that are free from synthetic pesticides, genetically modified organisms (GMOs), and artificial additives. These snacks include a wide range of products such as chips, nuts, bars, fruit snacks, and more, catering to the increasing demand for nutritious and wholesome food alternatives. The market for organic snacks is driven by various factors, including health consciousness among consumers, rising disposable incomes, and a growing focus on sustainability and environmentally friendly farming practices.

The increasing consumer preference for healthier food options is driving the global organic snacks market growth. With the growing awareness of the health risks associated with artificial additives and preservatives, there has been a significant shift towards organic food products. Consumers are increasingly opting for organic snacks as they are perceived to be healthier and more nutritious compared to conventional snacks. Additionally, the rising trend of clean eating and wellness has further contributed to the increasing popularity of organic snacks, as they align with the consumers' desire for natural and minimally processed foods.

The growing trend of health and wellness is one of the primary drivers of the organic snacks market expansion. Consumers are becoming increasingly health-conscious and are seeking snacks that are not only delicious but also offer nutritional benefits. Organic snacks, being free from harmful chemicals and rich in natural nutrients, are gaining popularity among health-conscious consumers. The shift towards healthier eating habits is further fuelled by the increasing incidence of lifestyle diseases such as obesity, diabetes, and cardiovascular diseases, prompting consumers to opt for organic and natural food products.

Another significant driver of the market is the growing awareness of environmental and ethical considerations associated with food production. Consumers are becoming more mindful of the impact of their food choices on the environment and are opting for products that are sustainably produced. Organic farming practices, which avoid the use of synthetic chemicals and GMOs, are perceived as more environmentally friendly and sustainable. This has led to an increased demand for organic snacks, as

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consumers seek to support brands that are committed to sustainable and ethical practices.

As per the global organic snacks market analysis, the increase in disposable incomes, particularly in developing regions, has also contributed to the growth of the market. As consumers' purchasing power increases, they are more willing to spend on premium and high-quality food products, including organic snacks. The growing middle-class population in emerging economies is driving the demand for healthier and more nutritious food options, further propelling the market growth.

North America is one of the largest markets for organic snacks, driven by the high awareness of health and wellness among consumers. The United States, in particular, has a well-established market for organic food products, with a wide range of organic snacks available in retail stores and online. The presence of major organic snack manufacturers and the growing trend of clean eating are key factors contributing to the market growth in this region. The Asia Pacific region is expected to witness significant growth in the market during the forecast period. The rising disposable incomes, increasing urbanization, and growing awareness of health and wellness are driving the demand for organic snacks in this region. Countries like China, India, and Japan are emerging as key markets for organic snacks, with a growing middle-class population seeking healthier food options.

Manufacturers are increasingly focusing on innovation in product offerings to cater to the evolving preferences of consumers. This includes the introduction of new flavours, ingredients, and product formats to enhance the appeal of organic snacks. The growing trend of functional foods is also driving innovation, with manufacturers incorporating ingredients that offer additional health benefits, such as probiotics, antioxidants, and superfoods which play an important role in increasing the global organic snacks market share.

The expansion of distribution channels is another key trend in the market. The increasing popularity of online retail is providing new opportunities for manufacturers to reach a wider audience. E-commerce platforms are becoming a significant channel for the sale of organic snacks, offering convenience and accessibility to consumers. Additionally, the expansion of retail chains and specialty stores is further supporting the market growth.

The focus on sustainability is expected to remain a key trend in the global organic snacks market. Consumers are becoming more environmentally conscious and are seeking products that align with their values. Manufacturers are responding to this demand by adopting sustainable sourcing practices, reducing packaging waste, and promoting transparency in their supply chains. The growing emphasis on sustainability is expected to drive the demand for organic snacks and support the market growth.

Market Segmentation

The market can be divided based on product type, distribution channel and region.

Market Breakup by Product Type

- Nutrition Bars
- Candy Bars
- Salty Snacks
- Nuts
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Speciality Stores
- Online
- Others

Market Breakup by Region

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among

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other major developments, of the leading companies operating in the global organic snacks market. Some of the major players explored in the report by Expert Market Research are as follows:

- Conagra Brands, Inc.
- Danone S.A.
- PepsiCo Inc.
- General Mills, Inc.
- The Hain Celestial Group, Inc.
- Made In Nature LLC
- Navitas LLC
- UrthBox Inc.
- United Natural Foods, Inc.
- Paleovalley, LLC
- Others

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