

Snacks in the US

Market Direction | 2024-07-12 | 80 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

In 2024, snacks in the US is set to see little overall movement in retail volume terms, and solid growth in current value terms. Snacks has faced rising pressures on consumer demand, while simultaneously battling global supply chain challenges, with consumers and manufacturers playing a challenging game of tug of war between rising prices and the yearning for indulgence. On the one hand, manufacturers have had to deal with rising production costs, at times coming into conflict with retailers nee...

Euromonitor International's Snacks in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Snacks in the US
Euromonitor International
July 2024

List Of Contents And Tables

SNACKS IN THE US

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth in retail value sales, although retail volumes decline

Boxed assortments grows overall

The year of oat milk chocolate

PROSPECTS AND OPPORTUNITIES

Growth expected, but costs bound to increase

Health and wellness trends likely to reshape the landscape

Expansion of consumption occasions set to contribute to growth for seasonal chocolate

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029
GUM IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chewing gum defies inflationary pressures
Bubble gum continues its fall from relevance
Consolidation and recovering sales create a competitive landscape
PROSPECTS AND OPPORTUNITIES

Gum recovery slow but sure, but consumption set to plateau
Gen Z's interest in chewy and gummy confectionery an opportunity for gum
Ingredient statements and functional claims will gain greater relevance

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024
Table 26 Sales of Gum by Category: Value 2019-2024
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024
Table 28 Sales of Gum by Category: % Value Growth 2019-2024
Table 29 Sales of Gum by Flavour: Rankings 2019-2024
Table 30 NBO Company Shares of Gum: % Value 2020-2024
Table 31 LBN Brand Shares of Gum: % Value 2021-2024
Table 32 Distribution of Gum by Format: % Value 2019-2024
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value and volume sales grow thanks to novelty
Mints ekes out another slow but positive year towards recovery
Ricola leads as cough drops come down from 2022 peak

PROSPECTS AND OPPORTUNITIES

Increasing bans on synthetic colours will bring reformulation
A competitive market will incentivise new product development
GLP-1 medication unlikely to curtail sales of sugar confectionery

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2024
Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fruit snacks continues to grow due to its health halo

Protein saves snack bars

Price rises challenge volume recovery in sweet biscuits

PROSPECTS AND OPPORTUNITIES

Novelty to fuel volume recovery strategies for sweet biscuits

Climate change set to impact categories in sweet biscuits, snack bars and fruit snacks

Rising cost of living presents a challenge in retail

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail value sales rise even as volumes continue to decline

Ice cream desserts capitalises on celebratory occasions

Channel shifts stabilise for ice cream

PROSPECTS AND OPPORTUNITIES

Impact of sustainability on the ice cream cold chain

Frugality anticipated to continue as the cost of living remains high

Ice cream in the age of health and wellness claims

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Private label maintains loyalty as consumers adjust to a volatile climate

Consumers focus on value and better ingredients over better for you

Demand for value-priced proteins fuels innovation

PROSPECTS AND OPPORTUNITIES

Value and flavour will remain non-negotiables

Flavour innovations to tempt consumers beyond the shock factor

Legislative impact on ingredient innovations

CATEGORY DATA

Summary 3 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Snacks in the US

Market Direction | 2024-07-12 | 80 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com