

World Market for Snacks

Global Strategy | 2024-08-16 | 45 pages | Euromonitor

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Report description:

With economic challenges showing signs of easing (eg lower inflation and less price pressure), the global snacks industry is embarking on a path to recover eroded growth. The industry will be faced with thinly stretched consumers who now carry a stronger discern for affordable upgrades and value. Accompanying political support is also orientating long-term growth towards healthier, more sustainable, advanced, and attainable indulgences.

Euromonitor International's World Market 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 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.

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