

Where Consumers Shop for Snacks

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Report description:

The snacks industry grew in 2024, driven by value-focused demand despite cost challenges. Discounters and warehouse clubs led sales growth, benefitting from low prices and rising demand amid inflation. E-commerce snack sales are expected to stay strong through strategies such as price promotions, convenience and impulse-driven shopping. New retail models, such as snack specialist retailers in China expand. However, more traditional small local grocers currently lead snack sales in Asia Pacific.

Euromonitor International's Where Consumers Shop 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 2029, 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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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.

Table of Contents:

introduction

Industry snapshot

Channel shifts

Store-based channels

E-commerce

Future developments

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