

**Healthy Snacks Market Assessment, By Product Type [Dried Fruits, Nuts and Seeds, Bakery, Confectionery, Dairy, Others], By Claim [Gluten-Free, Low/No Sugar, Low/No Fat, Others], By Packaging Type [Bags and Pouches, Boxes, Cans, Jars, Others], By Distribution Channel [Supermarkets and Hypermarkets, Departmental/Convenience Stores, Online, Others], By Region, Opportunities, and Forecast, 2018-2032F**

Market Report | 2025-04-22 | 225 pages | Market Xcel - Markets and Data

**AVAILABLE LICENSES:**

- Single User License \$4500.00
- Multi-User/Corporate Licence \$5700.00
- Custom Research License \$8200.00

**Report description:**

Global healthy snacks market is projected to witness a CAGR of 4.84% during the forecast period 2025-2032, growing from USD 94.33 billion in 2024 to USD 137.68 billion in 2032. Snackers across the globe tend to be healthy nowadays and are growing fast in the market due to the increased awareness of healthy snacks among consumers with a taste for convenience and functionality. New trends include plant-based and protein brownies, incorporating superfoods like chia and quinoa, and clean-label, organic, and non-GMO products. Apart from these, consumers are increasingly searching for foods that have some sort of functionality, such as probiotic snacks designed for the gut, adaptogen snacks designed to relieve stress, and fortified snacks that offer some added vitamins and minerals. Sustainability goes along with such trends: it is eco-friendly in its entire range, from using eco-friendly packaging to ethically produced ingredients.

Looking ahead, technology will be a real trendsetter for the future development of the global healthy snacks market.

Personalization through nutrition has now been developed through AI and data analytics for the customization of individual dietary needs. 3D food printing and precision fermentation could revolutionize the sourcing of ingredients, making them cheaper, more sustainable, and more customizable. Furthermore, blockchain technology provides the traceability of claims through enhanced supply chain transparency. Alternative proteins like lab-grown ones and insect sources may redefine protein in snacks. As consumers prioritize health and sustainability, companies are focusing on delivering high-protein snacking products.

For instance, in July 2024, Kellanova introduced Power-Fulls, a soft baked oat bite with protein and 8 grams of whole grains per serving. The snack comes in two different flavors - strawberry and chocolate chip.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Rising Health Consciousness and Technological Innovations Fuel Market Expansion

Consumers increasingly prioritize health, leading to a higher demand for snacks that offer functional benefits. This should include protein-packed, low-sugar, and high-fiber options alongside probiotics, adaptogens, and vitamin-infused products for digestion, immunity, and cognition. Growing awareness around conditions like obesity, diabetes, and heart disease has further fuelled demand. Brands are innovating in clean-label, organic, and non-GMO snacks in expectation of consumers. Social media and digital health trackers amplify this trend by providing nutrition knowledge to consumers and encouraging mindful snacking habits. Food technology has turned in another direction, creating possibilities for healthy snacks, wherein AI and big data facilitate personalized nutrition solutions. The companies use machine learning to study consumer tastes and food requirements to manufacture customized snacks. 3D food printing can be a game changer in producing any customized texture and nutrient composition. Precision fermentation and alternative proteins like cultured meat and insect proteins change the protein ingredient landscape for healthy snacks. Moreover, prebiotic beverages with newly launched products that reimagine sodas, drinks, and other beverages via technology render additional momentum on the overall market dynamics.

For instance, in February 2025, Health-Ade LLC launched Dr. Bubbles and Cream Soda, a new prebiotic Soda by SunSip. Cream Soda offers a bubbly tribute to classic soda fountain flavors by capturing the classic flavor of creamy vanilla with subtle caramelized notes, while Dr. Bubbles reinvents the traditional Doctor soda's flavor profile with a distinctive blend of sweet fruit-most notably black cherry-and subtle spices for an instant bubbly classic.

## Sustainability and Convenient Lifestyle to Fuel the Market Demand

Environmental awareness has facilitated choices for shoppers, thereby forcing brands into sustainable adaptations. Demand for snacks made with upcycled ingredients, plant-based proteins, and sustainably sourced raw materials has grown quite rapidly. Biodegradable or recyclable packaging are becoming the standard; brands are putting their onus on optimizing supply chains and promoting local sourcing to reduce carbon footprints. More consumers are turning their attention toward certifications promising Fair Trade, Rainforest Alliance, and B Corporation status, which symbolize conscious brands. Thus, sustainability will continue to act as a key focal point within the healthy snack food industry alongside environmental awareness.

Consumers nowadays, particularly millennials and Gen Z, tend to expect snacks that suit their happy lifestyles. A demand for convenient snacks that provide instant energy but maintain health has arisen from rushed lives. Single-serve packaging, meal replacement bars, and portion-controlled snacks are gaining traction. The rise of remote work and flexible schedules has also ramped up demand for healthier snacks at home. All these snacks are highly available through direct-to-consumer subscription and e-commerce models, whereby customized subscription services and instant delivery have become available. Additionally, the new emphasis on natural food and ingredients is also driving the market's growth.

For instance, in February 2024, Natural Balance Foods Ltd. (nakd.) launched a range of functional fruit and fiber bars. Both bars come with 100% natural ingredients and no added sugar, and the range includes Apple, cinnamon, Strawberry, and Raspberry flavors.

## Low/No Sugar Segment Holds the Majority of the Market Share

Based on claim type, the low/no sugar claim segment leads in terms of revenue generation due to a rising tide of health-conscious consumers. People are increasingly aware of the dangers of high sugar intake and are actively seeking healthier alternatives. This demand is fueled by growing awareness of conditions like obesity and diabetes, as well as government initiatives to reduce sugar consumption. Consumers carefully read labels and opt for snacks that align with their health goals. While North America currently holds a significant market share, the Asia-Pacific is experiencing rapid growth as health awareness increases. The low/no sugar trend spans various snack types sold online and traditional retail. The IDF Diabetes Atlas (2021) reports that 10.5% of the adult population (20-79 years) has diabetes, with almost half unaware that they are living with the condition. By 2045, IDF projections show that 1 in 8 adults, approximately 783 million, will be living with diabetes, an increase of 46%. This data pushes the companies to introduce new products with the same claim. Food science-based companies also deliver advanced mixtures to deliver these claims.

For instance, in May 2024, Gelita AG launched its new Optibar collagen blend to allow manufacturers to develop futuristic protein bars that are both soft and low sugar. The blend delivers more protein in functional bars with a long-lasting, soft, indulgent texture. It also acts as a sugar-free binder, enabling 'low sugar' and 'no sugar' claims in cereal bars.

## North America Holds the Majority of the Market Share

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

North America leads the global healthy snacks market due to its advanced e-commerce infrastructure, high consumer awareness, and strong emphasis on health-conscious eating. The digital retail environment in this region is well-established, with big players such as Amazon, Walmart, and specialized health food platforms providing smooth access to various healthy snacks. Direct-to-consumer brands started gaining momentum, using social media, subscriptions, and personalization to target health-aware consumers.

Lifestyle diseases like obesity, diabetes, and heart disease are on the increase, causing North American consumers to lay more emphasis on functional nutrition. Demand for snacks with high protein, low sugar, gluten-free, and organic is rising. A great and stringent regulatory framework exists in the region; the FDA and USDA oversee food safety and transparency, thus creating trust in consumers toward clean-label and non-GMO products. Furthermore, North American consumers are highly receptive to sustainability-backed innovations, which include preferences for plant-based snacks, eco-friendly and recyclable packaging, and ethically sourced ingredients. Comfort, digital access, and premium health trends give the North American healthy snacks market leadership while energizing global innovation in this sector.

Future Market Scenario (2025-2032F)

- Consumers are likely to increase prioritizing nutritious and convenient snacks, driving demand for healthy options.
- Plant-based and protein-rich snacks are expected to gain popularity as consumers shift towards vegan diets and seek convenient nutrition.
- Eco-friendly packaging and sustainable sourcing are anticipated to become key factors for attracting environmentally conscious consumers.
- The global healthy snacks market is projected to expand beyond traditional diet foods, with consumers seeking flavorful and exciting options.

Key Players Landscape and Outlook

In the competitive landscape of the healthy snacks market, companies are increasingly focusing on product innovation and differentiation to capture consumer interest. Brands are responding to the growing demand for transparency and health benefits by emphasizing clean labels and natural ingredients. Sustainable practices, including eco-friendly packaging and ethical sourcing, are becoming essential to appeal to environmentally conscious consumers. Additionally, leveraging e-commerce channels enhances accessibility, allowing brands to reach a broader audience. Engaging storytelling and attractive packaging play crucial roles in marketing strategies, while continuous adaptation to emerging health trends ensures relevance in a rapidly evolving market.

For instance, in December 2024, General Mills, Inc. expanded its protein product lineup with the launch of Cheerios Protein, which has 8 grams of protein per serving. Available in two classic flavors, Cinnamon and Strawberry, Cheerios Protein is made for those looking for a delicious, accessible breakfast option that delivers a good source of protein.

Table of Contents:

- 1.□Project Scope and Definitions
- 2.□Research Methodology
- 3.□Executive Summary
- 4.□Voice of Customers
  - 4.1.□Respondent Demographics
  - 4.2.□Brand Awareness
  - 4.3.□Factors Considered in Purchase Decisions
  - 4.4.□Challenges Faced Post Purchase
  - 4.5.□Preferred Distribution Channel
- 5.□Global Healthy Snacks Market Outlook, 2018-2032F
  - 5.1.□Market Size Analysis & Forecast
    - 5.1.1.□By Value
    - 5.1.2.□By Volume
  - 5.2.□Market Share Analysis & Forecast

- 5.2.1. By Product Type
  - 5.2.1.1. Dried Fruits, Nuts and Seeds
  - 5.2.1.2. Bakery
  - 5.2.1.3. Confectionery
  - 5.2.1.4. Dairy
  - 5.2.1.5. Others
- 5.2.2. By Claim
  - 5.2.2.1. Gluten-Free
  - 5.2.2.2. Low/No Sugar
  - 5.2.2.3. Low/No Fat
  - 5.2.2.4. Others
- 5.2.3. By Packaging Type
  - 5.2.3.1. Bag and Pouches
  - 5.2.3.2. Boxes
  - 5.2.3.3. Cans
  - 5.2.3.4. Jars
  - 5.2.3.5. Others
- 5.2.4. By Distribution Channel
  - 5.2.4.1. Supermarkets and Hypermarkets
  - 5.2.4.2. Departmental/Convenience Stores
  - 5.2.4.3. Online
  - 5.2.4.4. Others
- 5.2.5. By Region
  - 5.2.5.1. North America
  - 5.2.5.2. Europe
  - 5.2.5.3. Asia-Pacific
  - 5.2.5.4. South America
  - 5.2.5.5. Middle East and Africa
- 5.2.6. By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2024)
- 5.3. Market Map Analysis, 2024
  - 5.3.1. By Product Type
  - 5.3.2. By Claim
  - 5.3.3. By Packaging Type
  - 5.3.4. By Distribution Channel
  - 5.3.5. By Region
- 6. North America Healthy Snacks Market Outlook, 2018-2032F\*
  - 6.1. Market Size Analysis & Forecast
    - 6.1.1. By Value
    - 6.1.2. By Volume
  - 6.2. Market Share Analysis & Forecast
    - 6.2.1. By Product Type
      - 6.2.1.1. Dried Fruits, Nuts and Seeds
      - 6.2.1.2. Bakery
      - 6.2.1.3. Confectionery
      - 6.2.1.4. Dairy
      - 6.2.1.5. Others
    - 6.2.2. By Claim

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 6.2.2.1.□Gluten-Free
- 6.2.2.2.□Low/No Sugar
- 6.2.2.3.□Low/No Fat
- 6.2.2.4.□Others
- 6.2.3.□By Packaging Type
  - 6.2.3.1.□Bag and Pouches
  - 6.2.3.2.□Boxes
  - 6.2.3.3.□Cans
  - 6.2.3.4.□Jars
  - 6.2.3.5.□Others
- 6.2.4.□By Distribution Channel
  - 6.2.4.1.□Supermarkets and Hypermarkets
  - 6.2.4.2.□Departmental/Convenience Stores
  - 6.2.4.3.□Online
  - 6.2.4.4.□Others
- 6.2.5.□By Country Share
  - 6.2.5.1.□United States
  - 6.2.5.2.□Canada
  - 6.2.5.3.□Mexico
- 6.3.□Country Market Assessment
  - 6.3.1.□United States Healthy Snacks Market Outlook, 2018-2032F\*
    - 6.3.1.1.□Market Size Analysis & Forecast
      - 6.3.1.1.1.□By Value
      - 6.3.1.1.2.□By Volume
    - 6.3.1.2.□Market Share Analysis & Forecast
      - 6.3.1.2.1.□By Product Type
        - 6.3.1.2.1.1.□Dried Fruits, Nuts and Seeds
        - 6.3.1.2.1.2.□Bakery
        - 6.3.1.2.1.3.□Confectionery
        - 6.3.1.2.1.4.□Dairy
        - 6.3.1.2.1.5.□Others
      - 6.3.1.2.2.□By Claim
        - 6.3.1.2.2.1.□Gluten-Free
        - 6.3.1.2.2.2.□Low/No Sugar
        - 6.3.1.2.2.3.□Low/No Fat
        - 6.3.1.2.2.4.□Others
      - 6.3.1.2.3.□By Packaging Type
        - 6.3.1.2.3.1.□Bag and Pouches
        - 6.3.1.2.3.2.□Boxes
        - 6.3.1.2.3.3.□Cans
        - 6.3.1.2.3.4.□Jars
        - 6.3.1.2.3.5.□Others
      - 6.3.1.2.4.□By Distribution Channel
        - 6.3.1.2.4.1.□Supermarkets and Hypermarkets
        - 6.3.1.2.4.2.□Departmental/Convenience Stores
        - 6.3.1.2.4.3.□Online
        - 6.3.1.2.4.4.□Others

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

6.3.2.□Canada

6.3.3.□Mexico

\*All segments will be provided for all regions and countries covered

7.□Europe Healthy Snacks Market Outlook, 2018-2032F

7.1.□Germany

7.2.□France

7.3.□Italy

7.4.□United Kingdom

7.5.□Russia

7.6.□Netherlands

7.7.□Spain

7.8.□Turkey

7.9.□Poland

8.□Asia-Pacific Healthy Snacks Market Outlook, 2018-2032F

8.1.□India

8.2.□China

8.3.□Japan

8.4.□Australia

8.5.□Vietnam

8.6.□South Korea

8.7.□Indonesia

8.8.□Philippines

9.□South America Healthy Snacks Market Outlook, 2018-2032F

9.1.□Brazil

9.2.□Argentina

10.□Middle East and Africa Healthy Snacks Market Outlook, 2018-2032F

10.1.□Saudi Arabia

10.2.□UAE

10.3.□South Africa

11.□Demand Supply Analysis

12.□Import and Export Analysis

13.□Porter's Five Forces Analysis

14.□PESTLE Analysis

15.□Pricing Analysis

16.□Market Dynamics

16.1.□Market Drivers

16.2.□Market Challenges

17.□Market Trends and Developments

18.□Case Studies

19.□Competitive Landscape

19.1.□Competition Matrix of Top 5 Market Leaders

19.2.□SWOT Analysis for Top 5 Players

19.3.□Key Players Landscape for Top 10 Market Players

19.3.1.□Nestle S.A.

19.3.1.1.□Company Details

19.3.1.2.□Key Management Personnel

19.3.1.3.□Key Products Offered

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

19.3.1.4. □Key Financials (As Reported)

19.3.1.5. □Key Market Focus and Geographical Presence

19.3.1.6. □Recent Developments/Collaborations/Partnerships/Mergers and Acquisition

19.3.2. □General Mills Inc.

19.3.3. □Kellanova (The Kellogg Company)

19.3.4. □Unilever PLC

19.3.5. □Danone S.A.

19.3.6. □PepsiCo, Inc.

19.3.7. □Mondelez International, Inc.

19.3.8. □Hormel Foods Corporation

19.3.9. □Del Monte Foods, Inc.

19.3.10. □Conagra Brands, Inc.

\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

20. □Strategic Recommendations

21. □About Us and Disclaimer

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Healthy Snacks Market Assessment, By Product Type [Dried Fruits, Nuts and Seeds, Bakery, Confectionery, Dairy, Others], By Claim [Gluten-Free, Low/No Sugar, Low/No Fat, Others], By Packaging Type [Bags and Pouches, Boxes, Cans, Jars, Others], By Distribution Channel [Supermarkets and Hypermarkets, Departmental/Convenience Stores, Online, Others], By Region, Opportunities, and Forecast, 2018-2032F**

Market Report | 2025-04-22 | 225 pages | Market Xcel - Markets and Data

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 License	\$4500.00
	Muti-User/Corporate Licence	\$5700.00
	Custom Research License	\$8200.00
		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"/>

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com



Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-05"/>
		Signature	<input type="text"/>