

# World Market for Snacks

August 2023

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## INTRODUCTION

Scope

Examining five trends shaping snacks

## STATE OF THE INDUSTRY

Snacks prove their importance in modern diets, overcoming numerous growth obstacles

## STATE OF THE INDUSTRY

Snack players should remain attentive to cross-industry promotional opportunities

Brands are gaining additional awareness and value by playing across sectors

North Americans keep up spend on snacks while developing regions feed more into the habit

Asia Pacific and Western Europe rival for greater snack category sales

Savoury snacks are growing the fastest, but sweets are still commanding spend

Mixed market plays are becoming a greater necessity for future growth

Bargain shopping behaviours boost growth across key channels

More busy bodies expected to support snack volume recovery

Prices and shifting populations are important considerations for the industry

Recession possibilities and elevated input costs remain foreseeable hurdles to growth

## LEADING COMPANIES AND BRANDS

Consumers continue to prefer brands, but the private label offer is highly relevant

## LEADING COMPANIES AND BRANDS

Leading snack players seek to sustain the momentum of snack sales

Players are taking a closer look within to ensure operations can withstand future challenges

Premium propositions set to fill consumer value gaps and reconcile shelf prices to a degree

Sustainability initiatives multiply as the industry sees greater pressure to responsibly source

Industry is adopting technology quicker, hoping to smooth some volatile market conditions

Key regional/national brands accelerate growth through international expansions

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping snacks

Snacks integrate further into dietary occasions

## TOP FIVE TRENDS SHAPING THE INDUSTRY

Cash-strapped consumers are being choosier as to how they buy their snacks

Industry concerns for guarding category control rise alongside market uncertainties

Snacks' nutritional credentials are raising concern from all sides

Innovations are tapping into consumer demand for experiences, old and new

2023 Euromonitor's head of snacks most innovative snack launch picks

## MARKET SNAPSHOTS

Global snapshot of confectionery

Global snapshot of ice cream

Global snapshot of savoury snacks

Global snapshot of sweet biscuits, snack bars and fruit snacks

Regional snapshot: Asia Pacific

Regional snapshot: North America

Regional snapshot: Latin America

Regional snapshot: Western Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Eastern Europe

Regional snapshot: Australasia

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