

The US Snacking Market with Focus on Healthy Snacks: Size, Trends & Forecasts (2019-2023)

January 2020



The US Snacking Market with Focus on Healthy Snacks: Coverage

Executive Summary and Scope

Introduction/Market Overview

The US Market Analysis

Dynamics

Competitive Landscape

Company Profiling

The US Snacking Market with Focus on Healthy Snacks: Coverage

Scope of the Report

Attributes	Details
Title	The US Snacking Market with Focus on Healthy Snacks: Size, Trends & Forecasts (2019-2023)
Coverage	The US
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2019-2023
Competition in the Market	Fragmented
Key Players	Nestle SA, PepsiCo, Inc., General Mills Inc. and Kellogg's

The US Snacking Market with Focus on Healthy Snacks: Coverage

Executive Summary

Snack food refer to the food items that are consumed by people in short intervals between the regular meals like lunch and dinner. Snack food includes numerous variety like popcorns, chips, nuts, hard pretzels etc. Some of the snack foods that are consumed on a regular basis are extruded puffed and baked/fried products, rice-based snacks, meat snacks and many other. The companies package and distribute the products by different distribution channels to serve both individual customers and commercial establishments.

Snacking includes the manageable, convenient and small packaged food products, that can be solid or liquid, hot or cold and require very less or no additional processing of food and can be directly consumed by the person to satisfy the instant craving for food. The market is bifurcated in different segments which includes, chips (potato chips/snacks), healthy snacks, convenience snacks and other snack foods.

The US snacking market has shown progressive growth during the previous years and estimations are made that the market would further propel during the forecasted period i.e., 2019 to 2023. The US snacking market is predicted to augment due to escalating disposable income, rising youth population, growth in fast food demand, increasing urban population, escalating middle class spending, swelling functional food demand, bulging employed population etc.

On the other hand, the growth of The US snacking market would be negatively impacted by numerous challenges. Some of the major challenges faced by the market are, fluctuation in raw material prices, unanticipated business disruption and stringent regulations. Growth in e-commerce food product sale, surging organic snack demand and evolution of personalized and customized snacks are some of the latest trends in the market that would support the growth of the market in the forecasted period.

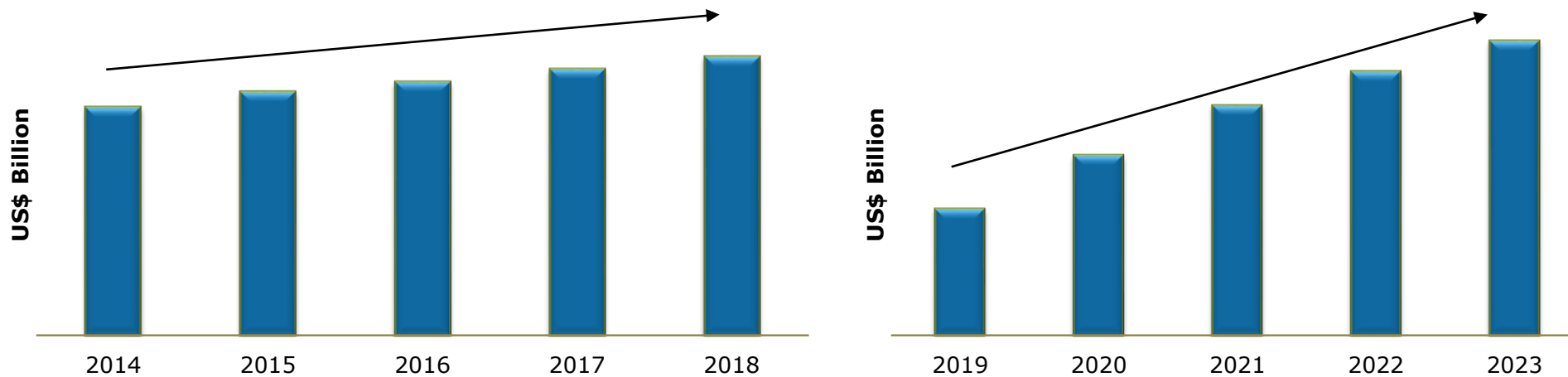
The US Snacking Market with Focus on Healthy Snacks: Coverage

Market Overview



Snacking Market: The US Analysis

The US Snacking Market by Value

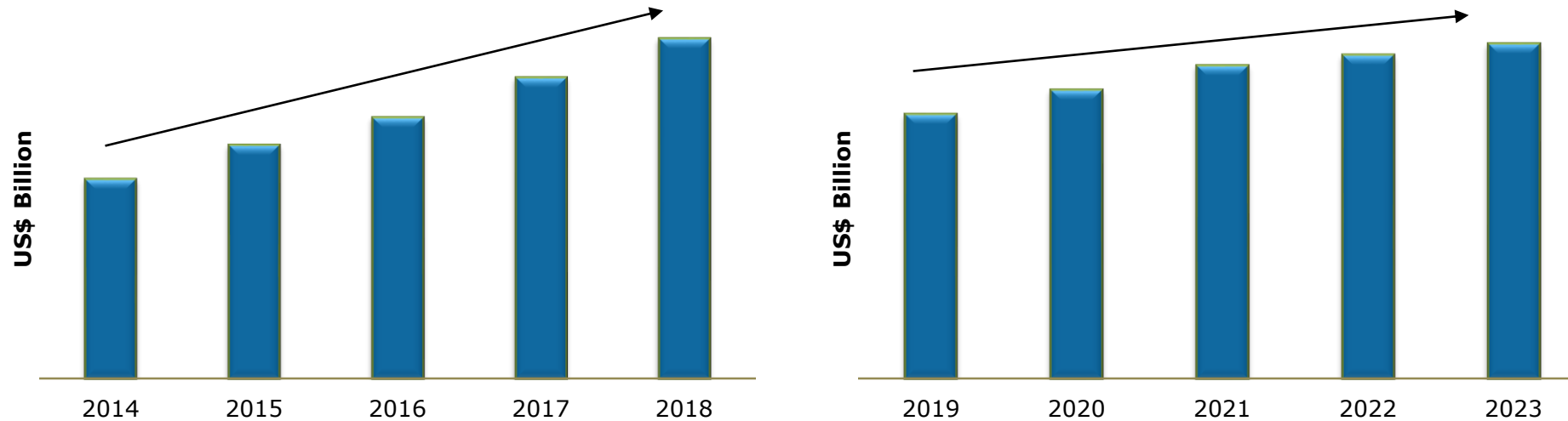


CAGRs	
2014-2018	xx%
2019-2023	xx%

The US snacking market, valued at US\$... billion in 2018, increased as compared to US\$... billion in 2017 at a CAGR of ...% from 2014 to 2018. The US snacking market is anticipated to reach up to US\$... billion by 2023, at a CAGR of ...%, from US\$... billion in 2019.

Healthy Snacking Market: The US Analysis

The US Healthy Snacking Market by Value



CAGRs	
2014-2018	xx%
2019-2023	xx%

The US healthy snacking market value, was US\$... Billion in 2018, increased as compared to US\$... billion in 2017 at a CAGR of% from 2014 to 2018. The US healthy snacking market value is predicted to reach up to US\$... billion by 2023 from ... thousand in 2019, at a CAGR of%.

Snacking Market: The US Analysis

The US Snacking Market by Segments; 2018



Segment	Share	CAGR
Potato Chips/Snacks	xx%	xx%
Convenience Snacks	xx%	xx%
Healthy Snacks	xx%	xx%
Other Snack Food	xx%	xx%

The US Snacking Market Volume by Segment; 2018



Volume by Segment	Share
Potato Chips/Snacks	xx%
Convenience Snacks	xx%
Healthy Snacks	xx%

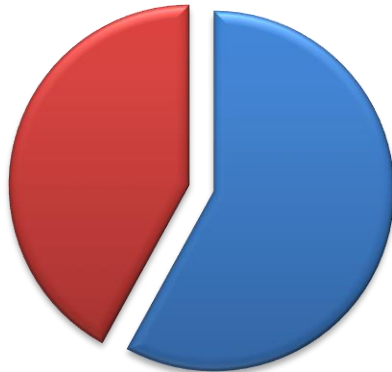
Snacking Market: The US Analysis

The US Snacking Market by Type; 2018



Type	Share
Non-Extruded	xx%
Extruded	xx%

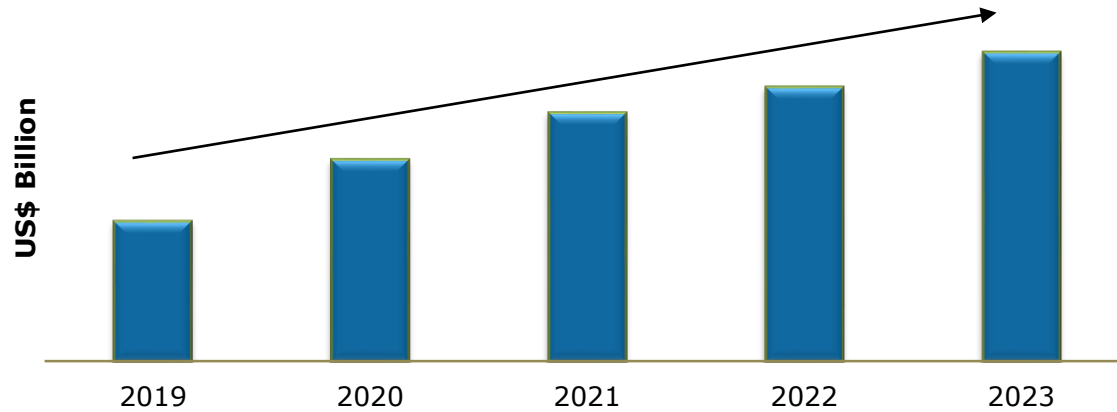
The US Snacking Market by Distribution Channel; 2018



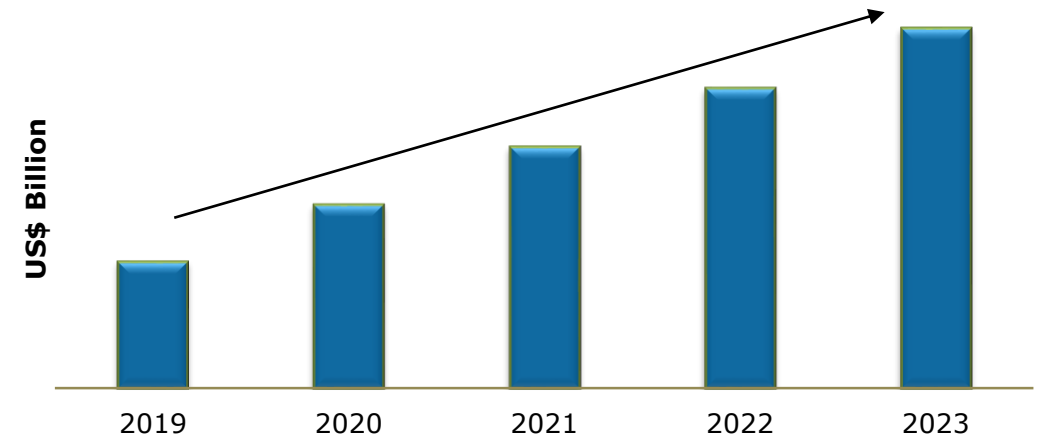
Distribution Channel	Share
Offline	xx%
Online	xx%

The US Snacking Market: Segment Analysis

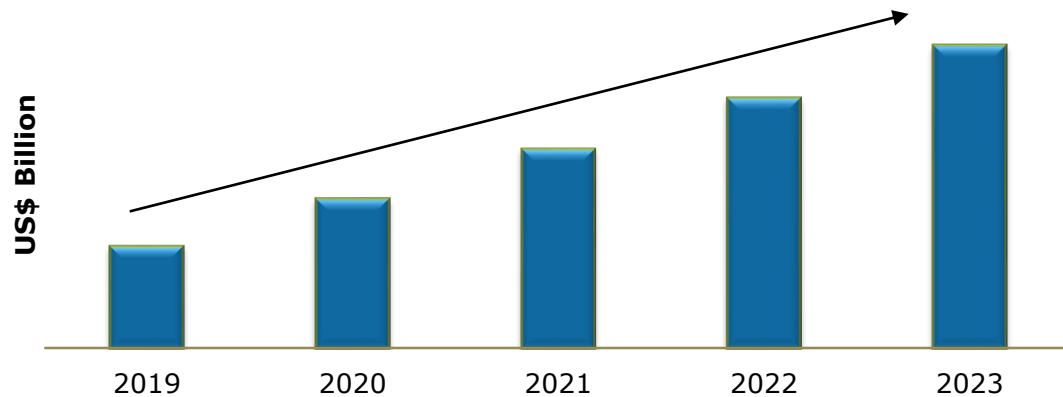
The US Potato Chips/Snacks Market by Value



The US Convenience Snacks Market by Value



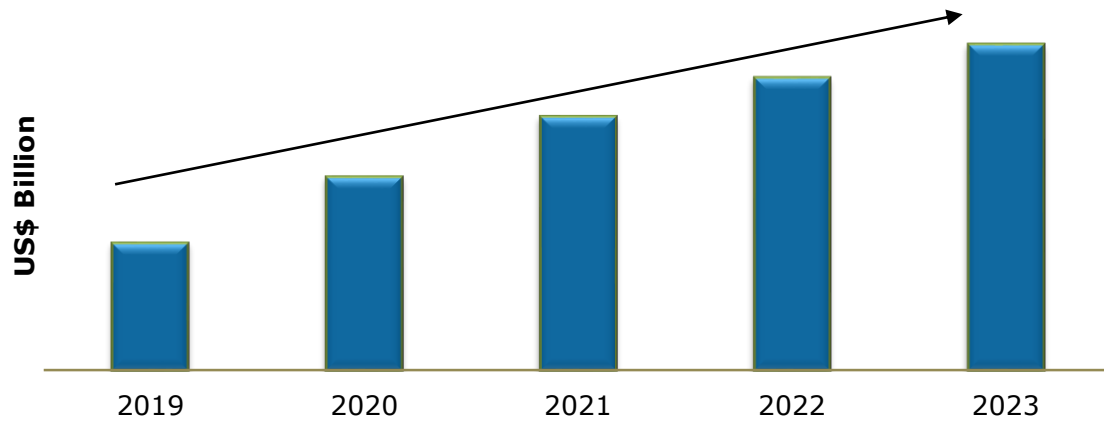
The US Other Snacks Market by Value



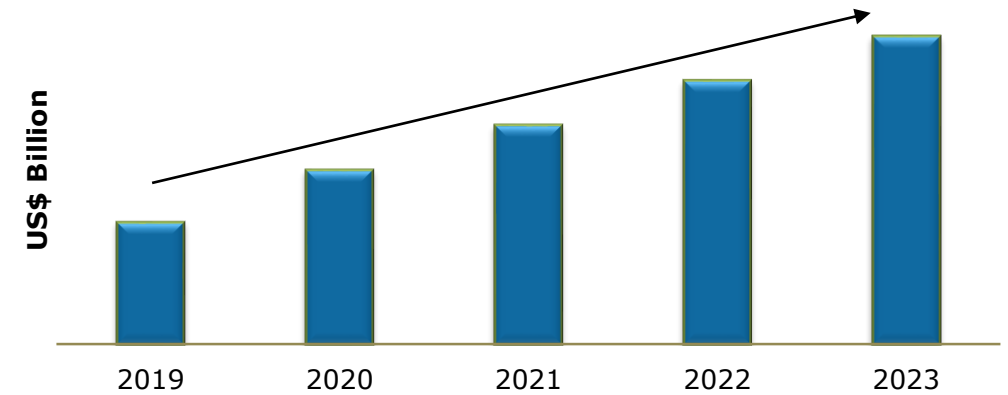
Segment	CAGR
	2019-2023
Potato Chips/Snacks	xx%
Convenience Snacks	xx%
Healthy Snacks	xx%
Other Snack Food	xx%

The US Sacking Market: Type Analysis

The US Non-Extruded Snacks Market by Value



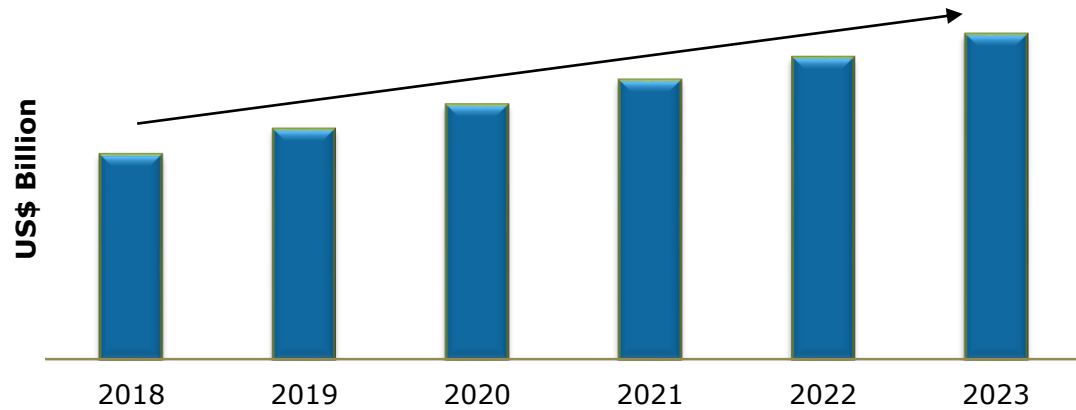
The US Extruded Snacks Market by Value



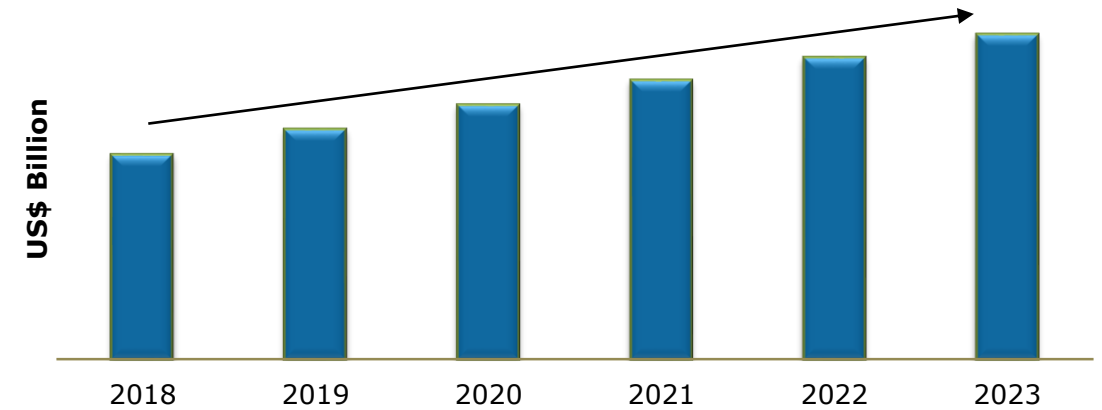
Types	CAGR
	2019-2023
Non-Extruded	xx%
Extruded	xx%

The US Sacking Market: Distribution Channel Analysis

The US Online Snacking Market by Value



The US Offline Snacking Market by Value



Types	CAGR
	2019-2023
Online	xx%
Offline	xx%

Healthy Snacking Market: The US Analysis

The US Healthy Snacks Market by Segment; 2018



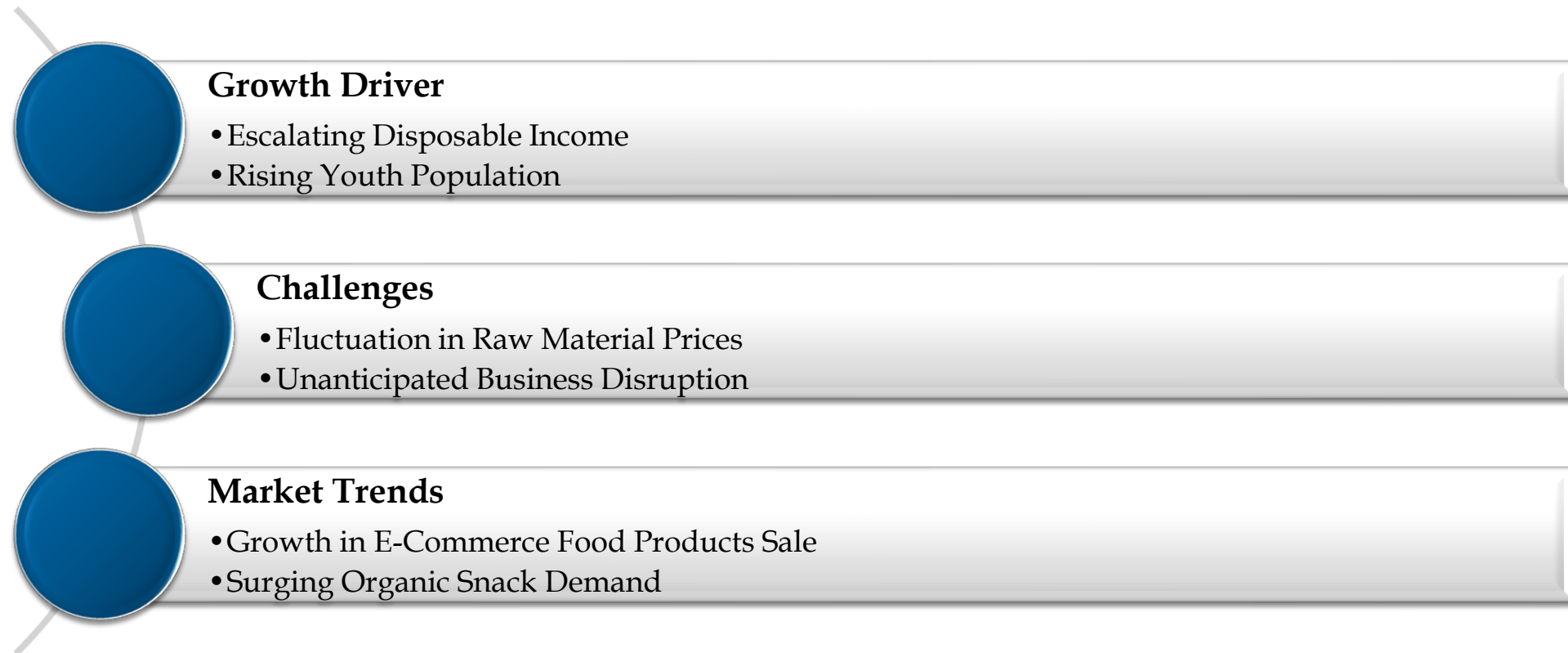
Segment	Share	CAGR
Cereal & Granola Bars	xx%	xx%
Meat Snacks	xx%	xx%
Nuts & Seeds Snacks	xx%	xx%
Dried Fruit Snacks	xx%	xx%
Trail Mix Snacks	xx%	xx%

The US Healthy Snacks Market by Distribution Channel; 2018



Distribution Channel	Share	CAGR
Offline	xx%	xx%
Online	xx%	xx%

The US Snacking Market: Dynamics



The US Snacking Market: Competitive Landscape

Players Profiled

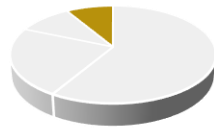
- Nestle SA



- PepsiCo, Inc.



- General Mills Inc.



- Kellogg's



Note: The graphs on this slide are only for sample representation.