Savory Snacks Market Global Key Players, Sales, Supply, Share, Trend, Demand, Growth, Analysis and Forecast to 2020

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PUNE, INDIA, December 13, 2016 /EINPresswire.com/ -- Savory Snacks Market:

The global savory snacks market value is anticipated to reach at USD 166 Billion by 2020, at a CAGR of 7.1% during the forecasted period. The market is being driven by the rising urbanization, increasing per capita income (especially in developing countries), and changing food consumption patterns.

The high growth of savory snacks market in Asia-Pacific region is mainly coming from the increasing demand from China and India, as they constitute large part of the global and regional population. The healthier alternatives to savory snacks such as bakery products, fresh fruits, and juices are hindering the market growth which is compelling companies to offer healthier snacking options. The demand for small pack sizes have been increasing considerably in certain countries, such as India and Mexico, due to increasing consumption from lower income groups and demographic changes.

Savory snacks manufacturing companies are engaged in innovation of their offerings to remain competitive amidst competition from its substitutes. The rising health concerns is also compelling the companies to increase healthier products in their portfolio. The market is highly competitive due to its fragmented nature; however, PepsiCo with its large share stands as an exception.

The key market players include PepsiCo, Inc., Kraft Foods Group, Inc., ConAgra Foods, Inc., CALBEE, Inc., Diamond Foods, Inc., General Mills, Inc., Intersnack Group GmbH & Co. KG, Lorenz Bahlsen Snack-World Group, Kellogg Company and Orkla ASA.

People are demanding varieties in snacks, which is encouraging companies to launch new products. Several companies have been announcing the launch of products with new tastes, flavors, and shapes to maintain their competitiveness in the market. Moreover, customers' increasing inclination towards organic foods is compelling the savory snack companies to innovate their products for customer retention.

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Study Objectives of Savory Snacks Forecast to 2020
• To provide driving factors for the global savory snacks market through 2015 to 2020
• To provide the major factors need to be addressed for wide scale adoption of savory snacks through the forecast years
• To understand the supply and demand dynamics
• To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market

• Analysis of historical market trends, and technologies, and current government regulatory requirements
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Target Audience
• Savory Snacks manufacturers
• Bakery Food manufacturers
• Food processing companies
• E-commerce
• Retailers
• Government organizations

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Key Findings
• Asia-Pacific is expected to dominate the global savory snacks market surpassing the revenues of North America during the forecast period
• Japan and China together are expected to account for about 15% of the global savory snacks market, in terms of value, by 2020
• India, China and Mexico are expected to be the most lucrative market during the forecast period due to their high growth rate
• Sales through supermarkets and hypermarkets is expected to increase during the forecast period due to increasing urbanization

Country Analysis of Global Savory Snacks Market Forecast to 2020 Market
As per the MRFR analysis, the global market for Savory Snacks has witnessed continued demand during the last few years and is projected to reach USD 166 Billion by 2020, at a CAGR of 7.1% during the forecasted period.

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