

Savory Snacks Market to Observe Strongest Growth by 2028 | PepsiCo Inc., Kellogg Company, Kraft Heinz Company

North America is expected to witness significant growth owing to high preferences for healthy snacks

SEATTLE, WA, US, January 12, 2022 /EINPresswire.com/ -- North America is expected to witness significant growth owing to high preferences for healthy snacks , Grains (wheat, rice, maize, rye, etc.), fruits, vegetables, pulses, vegetable oils, starch, and flavourings are all used in the production of savoury snacks. Snack nut consumption in Europe increased by 76 percent between 2009 and 2018, according to the European Snacks Association. According to the same source, the Dutch are Europe's largest snack nut consumers, consuming 2.9 kg per capita.

According to the Trading Economics Statistics on United States Disposable Personal Income, the United States' disposable personal income averaged US\$ 5,200.2 billion in 1959 and increased to US\$ 15,742.81 billion in 2018.

Market Overview:

Savory snacks are healthy snacks that includes dips, salads, crackers, pates, desserts, cookies, pretzels and more. Some of the more popular savory snacks include Buffalo Chicken Dip, Black Bean Dip, Chicken Teriyaki Chicken Dip, Cheddar Cheese Dip, French Goat Cheese Dip, Hawaii Tomatoes, Hot Pepper Sauce, Roasted Peanuts, Sesame Chicken, Soy Bean Dip and Tomato Kabobs. Buffalo Chicken Dip is a fast and easy way to add a delicious dip to any of favorite meals while also increasing protein intake. Moreover, savory snacks have no artificial ingredients.

Competitive Landscape:

PepsiCo Inc., Kellogg Company, Kraft Heinz Company, Conagra Brands, Inc., Campbell Soup Company, Calbee Inc., Lorenz Bahlsen Snack-World GmbH & Co KG, Orkla ASA, Mondelez International Inc., and Intersnack Group GmbH & Co. KG.

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Key Market Drivers:

Growing demand for healthy snacks products is driving growth of the [savory snacks market](#). For instance, in October 2021, Tosi announced the launch of a delicious and allergy-friendly new product line – Tosi SuperPops. It is available in four crowd-pleasing flavors, Everything, Salty Sweet, Smoky BBQ and Cinnamon Apple, SuperPops are a light, crunchy, and simply satisfying plant-based snack made with puffed ancient grains and organic seeds

Rapid urbanization and changing eating habits are other major factor fostering growth of the market. According to the United Nation, in 2018, 55% of the world's population lives in urban areas, a proportion that is expected to increase to 68% by 2050.

Covid-19 Impact Analysis

After the COVID-19 virus spread, food & beverage industries moved decisively to protect their employees, secure supply chains, and address other concerns. In the early stage, F & B market and grocery stores were closed but later it has created a massive spike in online grocery delivery services. However the situation is still serious and governments are imposing social-distancing policies, key players are now looking ahead to the time when the situation becomes normal. Moreover, major players are looking for adopting various strategies for reimagining and reforming their business

Key Takeaways:

The savory snacks market is expected to exhibit a CAGR of over the forecast period owing to the growing demand for healthy snacks and expanding online retail channel.

North America is expected to witness significant growth over the forecast period owing to the high preferences for snack food over traditional meal. According to The Food Institute, it was found that consumption of snack foods at meals increased from 21% of eating in 2010 to 26% in 2020. According to the 2021 Pollock Communications and Today's Dietitian What's Trending in Nutrition survey—78% of registered dietitian nutritionists believe that consumer eating habits are shifting away from the traditional three meals a day to more frequent snacking.

MARKET TAXONOMY

On the basis of product type, the savory snacks market is segmented into:

- Nuts & Seeds
- Salty Snacks
- Savory Biscuits
- Popcorn
- Pretzels
- Others

On the basis of flavor type, the savory snacks market is segmented into:

Unflavored/Plain
Salted
Hummus
Peanut Butter
Sweet & Salty
Others

On basis of distribution channel, the savory snacks market is segmented into:

Hypermarkets & Supermarkets
Convenience Stores
Specialty Stores
Online Channel
Others

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Finally, the report includes a growth strategy for the industry, a data source, research findings, an appendix, and a conclusion. To deconstruct the market, the report looks at the manufacturing process, market competitors, seller and merchant classification, innovation implementation, and business growth strategies. Customers' concerns about future plans and actions to compete with other market participants will be alleviated by all of these details. The latest market gains

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