

United States Kids Snack Market to Reach Valuation of US\$ 27,996 Million By 2031 | Astute Analytica

CHICAGO, UNITED STATES, August 11, 2023

/EINPresswire.com/ -- [United States Kids Snack Market](#)

[United States Kids Snack Market](#) generated revenue of US\$ 10,000 million in 2022 and is estimated to attain a valuation of US\$ 27,996 million by 2031, growing at a CAGR of 10.0% during the forecast period from 2022 to 2031.

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<https://www.astuteanalytica.com/request-sample/united-states-kids-snack-market>

Convenience, pleasure, and shifting dietary preferences are driving the widespread binge on kids' snacks in the United States. Retailers have jumped at the chance to capitalize on Americans' increased preference for quick and delectable snacks throughout the day, making huge profits. Families, claims about ingredients, variety in packaging and flavors, and all of these have been identified as major growth drivers in the US snacking sector.

With more than 27% of daily calories coming from snacks, childhood snacking patterns are shifting toward three snacks per day. Consumption of confectionery and salty snacks has seen the highest increases, but desserts and sweetened beverages continue to be the main sources of calories from snacking. For instance, kids ate 2.3 snacks each day on average. The most common types of snacks consumed were fruit, salty/sweet foods, and dairy products. So, the growing popularity of snacks among children fuels industry expansion.

On-the-go snacking and convenience are other factors influencing market expansion. The hectic lifestyles and the need for quick snacking options have spurred the desire for portable and individually packed snacks. Single-serve quantities, resealable containers, and snack packs that accommodate various dietary requirements are becoming common. For instance, according to the U.S. Department of Agriculture, homes with children spend 38 percent less money on full-service restaurant meals and 19 percent more income on fast food meals than households without children. However, the number of children in the household does affect the amount of



food that is bought from grocery shops as opposed to restaurants.

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There is a large market for allergen-free snacks. Numerous companies are releasing these items in response to this trend in order to boost sales. For instance, 88 acres of seed butter are created from sunflower, watermelon, and pumpkin seeds. The perfect substitute for peanut butter is this butter. This sort of butter can be given to children who have nut allergies. Therefore, these improvements open up wide-ranging growth prospects for the kid snack market.

The rising popularity of organic and healthy snacks coupled with advertising tactics adopted by the market players will propel the growth of the kid snacks market in the U.S. For instance, in February 2023, Upworthy announced that its subsidiary, This Saves Lives, is launching Kids Snack Bars at 47 Costco stores in the Southeast region. These Saves Lives Kids Snack Bars are safe-for-school (gluten-free, nut-free, dairy-free, and soy free) and packed with a combined full serving of fruits and vegetables. The 24-pack of bars includes two best-selling, kid-approved flavors: 12 S'mores Blast and 12 Chocolate Chip "Dino" bites.

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Due to their many varieties and attractive flavors, salty snacks have become a kid's favorite. The salty snacks segment generated over US\$ 5929 million in sales in 2022, accounting for a sizeable portion of the market. With a compound annual growth rate (CAGR) of 10.4%, the segment's supremacy is likely to persist during the forecast period.

This expansion can be due to elements, including the availability of creative and savory salty snacks, appealing container layouts, and the ease they provide for busy parents. For instance, kids ate 2.3 snacks each day on average. The demand for salty snacks in the US kids snack market is rising due to the development of new flavors and varieties by manufacturers to meet children's changing taste preferences.

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The hypermarket/supermarket sector had a revenue of US\$ 6294 million in 2022 and had a sizable portion of the market. The segment is likely to remain dominant during the forecast period.

Customers are drawn to these retail channels by the ease of discovering a wide selection of kid-friendly snacks under one roof and by promotional deals and discounts. Parents may find and select suitable selections more easily when there are designated aisles or areas for kid-friendly snacks. Although internet retail is expanding, parents continue to shop at hypermarkets and supermarkets for kids snacks, making them a crucial distribution channel in the US kids snacks market.

Report on the U.S. Kid Snacks Market - <https://www.astuteanalytica.com/industry-report/united-states-kids-snack-market>

Executive Summary

With numerous new businesses entering the snack-producing industry, the U.S. kid snacks market has grown highly fragmented. In order to maximize profits, each participant is therefore attempting to maximize sales and product penetration as a result of the introduction of new food products into current product lines.

According to the retail intelligence network, Hershey, Mondelez, and Hostess have increased their estimates for both sales and profit growth. The Standard & Poor's food and beverage index has increased by 4%, but the shares of Hershey and Mondelez have outstanding year-to-date increases of 21% and 18%, respectively.

Key Players

- Nestle
- Kellogg
- PepsiCo
- Hershey
- Hain
- Other Prominent Players

Market Segmentation

The market is segmented by product type, distribution channel, and region. The product type segment includes confectionery, salty, bakery, frozen, and others. The distribution channel segment includes hypermarket/supermarket, convenience store, specialty store, online, and others. The region segment includes North America, Europe, Asia-Pacific, and others.

Key Trends

- Confectionery
- Salty
- Bakery
- Frozen
- Others

By Distribution Channel

- Hypermarket/Supermarket
- Convenience Store
- Specialty Store
- Online
- Others

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They are able to make well-calibrated decisions and leverage highly lucrative opportunities while surmounting the fierce challenges all because we analyze for them the complex business environment, segment-wise existing and emerging possibilities, technology formations, growth estimates, and even the strategic choices available. In short, a complete package. All this is possible because we have a highly qualified, competent, and experienced team of professionals comprising business analysts, economists, consultants, and technology experts. In our list of priorities, you-our patron-come at the top. You can be sure of the best cost-effective, value-added package from us, should you decide to engage with us.

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