

# Healthy Snacks Market Set to Surpass USD 143.21 Billion by 2030 Nourishing Future Lifestyles

*The Healthy Snacks Market Report highlights robust growth, fueled by increasing consumer preference for nutritious, on-the-go snack options*

AUSTIN, TX, UNITED STATES, February 14, 2024 /EINPresswire.com/ -- The [Healthy Snacks Market](#) is poised for remarkable growth, driven by a dynamic interplay of factors that reflect the evolving preferences and priorities of consumers worldwide. The confluence of health and wellness

awareness, a response to lifestyle-related ailments, corporate wellness initiatives, innovative product offerings, a shift in eating patterns, and the influence of social media has created a landscape where nutritious and convenient snacking has become integral to modern living.

The SNS Insider report reveals that the Healthy Snacks Market Size was valued at USD 80.30 billion in 2022 and is projected to reach USD 143.21 billion by 2030, exhibiting a remarkable CAGR of 7.5% over the forecast period from 2023 to 2030.

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The healthy snacks market continues to surge with growing consumer demand for nutritious options, driven by health-conscious lifestyles.”

*SNS Insider Research*



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## Market Report Scope

The Healthy Snacks market is experiencing unprecedented growth, fueled by a paradigm shift in consumer behavior

towards healthier lifestyle choices. An escalating awareness of health and wellness, coupled with a focus on lifestyle-related ailments, has triggered a surge in demand for convenient, nutritionally balanced snacks that can be consumed on-the-go. This shift is attributed to the growing recognition of the importance of healthier snack options in mitigating health risks associated with excessive snacking.

Social media has played a pivotal role in popularizing healthy eating trends, influencing consumer choices, and fostering a culture of wellness. Workplaces, recognizing the impact of employee well-being on productivity, are incorporating wellness programs that promote healthier snacking habits. This dual influence of social trends and corporate initiatives has contributed significantly to the dynamic growth of the healthy snacks market.

The market's response to this evolving landscape has been marked by continuous innovation and diversification of product offerings. Manufacturers are actively engaging in the development of distinctive flavors, utilization of unique ingredients, and integration of emerging food trends. Noteworthy examples include Nourish Organics launching Popeas, marketed as the healthiest pack of chips, boasting a clean label, organic composition, baked (not fried), and packed with 12g of protein, catering to diverse dietary needs.

By Product Type:

- Frozen and Refrigerated
- Fruit
- Bakery
- Savory
- Confectionery
- Dairy
- Others

By Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Some of the major key players studied in this report are:

Nestlé, The Kellogg Company, Unilever, Danone, PepsiCo, Mondelez International, Hormel Foods Corporation, Dole Packaged Foods, LLC., Del Monte Foods, Inc., Select Harvests.

Market Analysis

The robust growth in the Healthy Snacks market is underpinned by a comprehensive SWOT analysis. The market's strengths lie in the increasing demand for convenient and healthy snacking options, driven by a global shift towards healthier lifestyles. Opportunities abound in catering to diverse consumer preferences, emphasizing clean labels, and introducing innovative products to meet evolving dietary needs.

The industry faces challenges related to competition and stringent regulations, emphasizing the need for manufacturers to stay abreast of changing consumer demands and adhere to quality standards. Threats include market saturation and the potential impact of economic downturns on consumer spending.

Healthy Snacks Market Opportunities :

- The healthy snacks market presents a plethora of opportunities for both established companies and aspiring entrepreneurs. With the growing awareness about the importance of maintaining a healthy lifestyle, consumers are actively seeking nutritious alternatives to traditional snacks. This shift in consumer preferences has created a significant demand for innovative and wholesome snack options.
- One major opportunity lies in catering to specific dietary needs and preferences. As more people adopt specialized diets such as vegan, gluten-free, or keto, there is a need for snacks that align with these lifestyles. Companies that can develop tasty and convenient snacks tailored to these dietary requirements have the potential to tap into niche markets and attract a loyal customer base.
- Furthermore, the rise of e-commerce has opened up new avenues for reaching consumers directly. Online platforms provide an opportunity for small-scale producers to showcase their products without the need for extensive distribution networks. By leveraging social media marketing and targeted advertising, businesses can effectively reach their target audience and establish a strong online presence.

## Segmentation Analysis

### • Product Type

The segment dominated by healthful savory snack products has witnessed a surge in demand, primarily driven by working-class individuals and college graduates. Baked chips, formulated with all-natural, non-GMO, multigrain, and low-salt ingredients, have gained popularity. These snacks, rich in protein and low in fat, often incorporate ingredients like ragi, soya, and vegetables, catering to the growing demand for nutritious and convenient snack options.

### • Distribution Channel

Instant delivery services are on the rise globally, with grocery chains following suit to maximize profits. Supermarkets partnering with or investing in quick delivery startups capitalize on existing supply chains to expand distribution networks. This mutually beneficial relationship allows supermarkets to increase margins, while delivery services leverage established infrastructure to reduce market competition, contributing to the growth of healthy snacks.

## Growth Factors

- A growing awareness of health and wellness is a primary driver of the Healthy Snacks market. Consumers are increasingly conscious of the impact of their dietary choices on overall well-being. This awareness has led to a shift in preferences towards snacks that not only satisfy cravings but also contribute to a healthier lifestyle. As individuals become more informed about the nutritional content of the food they consume, there is a heightened demand for snacks that offer balanced nutrition, low-calorie options, and natural ingredients.
- The rising prevalence of lifestyle-related ailments, such as obesity, high blood sugar, and hypertension, has spurred a sense of urgency among consumers to adopt healthier eating habits. Snacking, historically associated with high levels of oil and sugar, is now undergoing a transformation. Consumers are seeking alternatives that are sugar-free, low in calories, and packaged in small portions to mitigate health risks. The shift towards healthier snack options is a

direct response to the recognition of snacks as a contributing factor to health problems.

### Key Regional Development

- North America has emerged as a dominant player, holding the largest revenue share globally at approximately 33.5% in 2022. The U.S. market for healthy snacks is experiencing exponential growth, driven by heightened consumer focus on health and nutrition, especially in the wake of the COVID-19 pandemic. The region benefits from high proliferation rates of supermarkets, hypermarkets, and convenience stores, which are increasingly partnering with delivery platforms to strengthen their presence in e-commerce.
- Asia Pacific is anticipated to be the fastest-growing region, fueled by growing awareness of foods associated with digestive health, such as prebiotics and probiotics. Manufacturers in the region are incorporating functional ingredients and emphasizing clean labels and diverse flavors to attract consumers, thereby driving the growth of the healthy snacks market.

### Key Takeaways

- The Healthy Snacks market is on an upward trajectory, fueled by a shift towards healthier lifestyles and a growing emphasis on nutrition.
- Innovative product offerings, catering to diverse dietary needs, are driving market growth.
- The dominance of North America and the rapid growth of Asia Pacific highlight the global appeal of healthy snacks.

### Impact of COVID-19 ON Healthy Snacks Market :

- The COVID-19 pandemic has had a significant impact on various industries, and the healthy snacks market is no exception. As people around the world have been forced to stay at home due to lockdowns and social distancing measures, their eating habits and preferences have undergone notable changes.
- One of the primary effects of COVID-19 on the healthy snacks market has been an increased demand for these products. With more individuals working from home or spending extended periods indoors, there has been a surge in snacking occasions throughout the day. People are seeking convenient and nutritious options to satisfy their cravings while also maintaining a healthy lifestyle.
- Moreover, as health concerns have become more prominent during the pandemic, consumers are increasingly prioritizing their well-being. This shift in mindset has led to a greater emphasis on healthier food choices, including snacks. Many individuals are actively seeking out snacks that offer functional benefits such as immune support or stress relief.

### Recent Developments

In January 2023: RXBAR successfully launched a new line of Granola, featuring three enticing flavors - Original, Peanut Butter, and Chocolate - each infused with wholesome, real ingredients and boasting an impressive 10g protein per serving.

In July 2023: Applegate Farms LLC entered the market with APPLEGATE NATURALS™ Frittata Bites, introducing Certified Humane® frozen egg bites, marking a significant expansion into the handheld, frozen breakfast segment.

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