



# Where Consumers Shop for Snacks

May 2026

Table of Contents

## STATE OF THE INDUSTRY

### Key findings

Value-driven shopping reshapes snack retail channel landscape

Snacks remain on the upside, but broad-scale global changes threaten growth

The top three global snacks markets show how demands vary across the globe

Snacks' region-category rank reshuffles amidst shifts in Turkish and Chinese snacking

Savoury snacks lead followed by strong consumer value preference for confectionery

North America and Asia Pacific lead e-commerce snack sales

## OFFLINE RETAIL

Modern trade leads developed snack markets, while traditional leads emerging markets

Discounters' low prices lead to strong share gains in snacks globally

Grocery retailers outperform non-grocery retailers in snack shopping

Snack sales via non-grocery retail stores impacted by uneven foot traffic and spend

Price savings and in-store excitement remain key levers for grocery retailer growth

Leading supermarkets Kroger and Albertsons focus on flavourful shopping experiences

Convenience retailers impacted by fuel price-linked demand and financial hardship

## RETAIL E-COMMERCE

E-commerce snacks continue a decade-plus period of double-digit growth

Cultural snacking boosts end of year snack spending habits

Eight markets reach over USD1 billion in e-commerce snack sales

Savoury snacks and Q4 confectionery sales drive e-commerce growth

Grocery retailers and marketplaces are consumers' go-to e-commerce snack sites

Amazon lands on top with Walmart as a close rival and TikTok Shop growing fast

Ceres' cultural snack variety and Dubai duplicates boost social commerce in the UK

## CONCLUSION

Evolution of snack retailing

Recommendations/how to win

## APPENDIX

Euromonitor Passport E-Commerce: Coverage and methodology

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/where-consumers-shop-for-snacks/report](http://www.euromonitor.com/where-consumers-shop-for-snacks/report).