



Euromonitor  
International

# The World Market for Snacks

July 2025

Table of Contents

## INTRODUCTION

Our expert's view of Snacks in 2024

Snacks snapshot

Key findings

The industry targets stronger value ventures to ward off highly elastic demand

Top five trends in Snacks

Top five trends uncovered

Drivers of consumer markets and impact on snacks

Adjacent industries and how they impact snacks

## STATE OF THE INDUSTRY

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

Ice cream, sweet biscuits, fruit snacks and snack bars undergo category enhancement

Snacking occasions are reducing in response to consumer value constraints

## COMPANIES AND PRODUCTS

The top snacks industry players further consolidate their leading shares...

...while regional brands continue to lead industry growth

Small players are addressing modern demands while private label pushes upbranding

Innovation remains a category strength with brands investing in modernised offers

Sustainably-positioned snack sales slump but industry steps up internal efforts

## CHANNELS

Consumer channel shifts throughout channels brings new industry opportunities

E-commerce continues to stand out; though the leading market's growth may slow

## FUTURE OUTLOOK

European markets lead snacks spend and expected growth over the forecast period...

...though dynamic consumerism will challenge expansion of more than half the markets

Ice cream, sweet biscuits, fruit snacks and snack bars to lead forecast category growth

Structural changes in confectionery/ savoury snacks to stabilise over forecast period...

...though a range of drivers is shaping snacks' ability to stabilise over the forecast period

Based on Euromonitor's market saturation assessment, snacks have unmet potential

## CONCLUSION

A strategic analysis of the snacks industry unveils risks and opportunities for players

Opportunities for growth

Our expert's view of Snacks to 2030

## APPENDIX

Scope

## MARKET SNAPSHOTS

Global snapshot: Savoury Snacks

Global snapshot: Confectionery

Global snapshot: Sweet Biscuits, Snack Bars and Fruit Snacks

Global snapshot: Ice Cream

Regional snapshot: North America

Regional snapshot: Western Europe

Regional snapshot: Asia Pacific

Regional snapshot: Eastern Europe

Regional snapshot: Middle East and Africa

Regional snapshot: Latin America

Regional snapshot: Australasia

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