



*Total solutions & services*  
for the **ASIAN FOOD SUPPLY CHAIN**



# **Global Snacks Market Trend 2018**

# Global Healthy Snack



- The major trend in the snack food market in the last five years has been the introduction of new products focusing on functional ingredients.
- Given the major breakthroughs of product innovations and assortment, the global market for snack food is expected to reach **USD 639 billion by 2023**, growing at a CAGR of 5.8%.

# Key Players

## Mondelez

- Mondelez has a new product including a **savory biscuit** brand Vea in its portfolio.
- The brand includes crunch bars, crisps and seed crackers, with no artificial ingredients, trans-fats, colors or flavors.
- They have various flavors like Thai coconut, Tuscan herbs and Peruvian Sweet potato.



Vea Savory Biscuits

# Key Players



## General Mills

- General Mills Inc. has planned to invest in **snack bars** sector.
- The company's brands include Chex Mix, Nature Valley and Cascadian Farm granola bars and Bugles corn snacks.
- Lately, Annie's has extended the snack products lineup, which includes gluten-free options.



Chex Mix



Nature Valley



Cascadian Farm

# Key Players

## Kellogg's

- Kellogg's is producing teff-based snacks based on Ethiopian recipes.
- The launch of a new flavor revolutionizes the company's snacks business and leads to be a global snacks powerhouse.



Kellogg's Kashi Teff Thins

# Market Dynamics



- Snack food has emerged as an alternative to full-fledged meals with causing a paradigm shift in consumer behavior patterns.
- Higher disposable income along with the growing urbanization and increasing preference for **convenience food** have triggered the growth of the snack food industry.
- The **rising health consciousness** among consumers and government regulations regarding procurement of raw materials like vegetables, meat, etc. are restraining the growth of snack food consumption to some extent.
- **Innovative product** offerings with regards to functional ingredients and organic foods may provide a future growth opportunity in the sector.

# Market Segmentation



- The global snack food market is segmented according to type such as **salted snacks, bakery snacks, confectionery, specialty & frozen snacks**.
- The bakery snacks segment possesses the highest market coverage, while the salted snacks including potato chips, corn chips, tortilla chips, popcorn, pretzels, etc. are expected to have the highest market growth during the forecast period.
- The snack food industry also includes confectionery items like chocolates, candies and cookies, crackers, etc.



# Regional Segmentation



- Europe represents the largest market for snack food products, followed by North America.
- The preference for healthy and nutritious snack food is expected to help maintain a steady growth in the developed markets.
- Asia-Pacific is poised to register the fastest growth during the forecast period, owing to the increasing demand from the developing countries of India and China.
- The spread of western eating habits to the developing world and growing urbanization have helped in better market penetration for the global players in the developing nations of Asia-Pacific and South America.
- Among countries, the United States continues to be the largest market, accounting for one-thirds of the total.
- Japan and the United Kingdom together account for one-fourth of the global snack food market share.

***Source: Mordor Intelligence, Dec 2017.***

# **Snack Market Trend 2018 and Market Examples**

# Salted Snacks



## Vegan Rob's Gluten Free and Dairy Free Probiotic Puffs, Cauliflower

Plant-based natural ingredients with zero trans fat, dairy-free, delicious and nutritious.

Contains whole grain sorghum flour, sunflower oil, Yeast, Cauliflower/Onion/Garlic Powder, Cane Juice, Spices and **Inulin**.



## Farmhouse Culture Dill Pickle Kraut Krisps

Contains corn flour, vegetable oil, brown **rice flour**, sea salt, garlic, vinegar powder and **inulin**.



## Simply 7 Hummus Chips Sea Salt

50% less fat than standard potato chips. Contains **rice flour** and **rice starch**.

# Salted Snacks



## Nairn's Gluten Free Snackers

Contains Wholegrain Oats (74%), Cheese (15%), Maize Starch, Dietary Fibre (**Inulin**), Cheese Seasoning (3.5%) (Cheese Powder, **Whey Powder**, Buttermilk Powder, Onion Powder, Natural Flavourings, Garlic Powder, Natural Colour: Paprika).



## Terra Real Vegetable Chips Original Sea Salt

Contains a seasonal mix of root vegetables (Sweet Potato, Parsnip, Batata, Taro, Yuca), Canola/Safflower/Sunflower Oil, Beet Juice (For Color)



## Lukes Organic Chips

Contains grain & seed blend (whole grain brown rice, brown **rice flour**, millet flour, **quinoa** flour amaranth flour), **sesame seeds**, sea salt and natural color.

# Bakery Snacks



## Nabati Richeese Wafers

Enriched Wheat Flour (Flour, **Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid**), Vegetable Shortening, Semi-sweet chocolate chips, Fructose, Eggs, Leavening, Mono and Diglycerides, **Malt Extract**, Corn Syrup, Corn Starch, Modified Corn Starch, **Soy Lecithin**, Gum Acacia, Triglycerides, Caramel Colour and Flavors.



## Snack Factory Pretzel Crisps

Ingredients: Enriched Wheat Flour (Flour, **Niacin, Reduced Iron, Thiamin Mononitrate, Riboflavin, Folic Acid**), **Seasoning (Onion Powder, Dextrose Whey Powder, Vinegar Powder, Honey Powder, Hydrolyzed Soy Protein, Mustard, Turmeric (Coloring))**, Wheat Starch, Spice, Citric Acid, Flavoring, Tricalcium Phosphate, Silicon Dioxide, Soybean Oil, Sugar, Salt, Malt Syrup (Tapioca Syrup, **Malt Extract**), Soda.



## thinkThin® Protein Cakes

Flavors: Chocolate Cake/ Red Velvet/ Birthday Cake.

Contains with 12g of protein per pack.



# Bakery Snacks



## Back to Nature Fudge Mint Cookies

Ingredients: Fudge Coating (Sugar, Palm Kernel Oil, Cocoa, Cocoa Processed With Alkali), Palm Oil, **Whey**, Soy **Lecithin**, Flavor), Wheat Flour, Dried Cane Syrup, Palm Oil, Cocoa Processed With Alkali, Baking Soda, Sea Salt, Soy Lecithin, Peppermint Oil.



## Entenmann's® Little Bites® Chocolate Party Cakes

Less than 200 calories per pouch, and every box contains five individual pouches.



## Middles™ by Cole's Quality Foods

Middles advances the concept by featuring the soft "middle" section of popular bakery staples, including bagel, Italian and pretzel breads.

# Confectionery



## Skinny Dipped Almonds, Dark Chocolate Cocoa

Ingredients: Almonds, Dark Chocolate (Unsweetened Chocolate, Processed With Potassium Carbonate, Sugar, Cocoa Butter, Milk Fat [Butter], Sunflower **Lecithin**, Soy **Lecithin**, Pure Vanilla), Maple Sugar, Sea Salt and Cocoa Powder.



## Dove Chocolate-covered Cashews and Almonds

Flavours: Cinnamon Dusted Dark Chocolate Almonds, Sea Salt Dusted Milk Chocolate Cashews, And Cocoa Dusted Dark Chocolate Cashews.



## Ferrero Nutella and Go Hazelnut Spread + Breadsticks

Ingredients: Nutella®: Sugar, Palm Oil, Hazelnuts, Cocoa, Skim Milk, Whey (Milk), **Lecithin** As Emulsifier (Soy), Vanillin: An Artificial Flavor.  
Breadsticks: Wheat Flour, Palm Oil, Salt, Baker's Yeast, **Malt Extract**.

# Confectionery



## Haribo Gold Bears

Ingredients: Corn Syrup, Sugar, Gelatin, Dextrose, Citric Acid, Starch, Artificial and Natural Flavors, Fractionated Coconut Oil, Carnauba Wax, Beeswax Coating, Artificial Colors (Yellow, Red, Blue).



## Barkthins Snacking Chocolate, Dark Chocolate Pretzel with Sea Salt

Ingredients: Dark Chocolate [Chocolate Liquor, Sugar, Cocoa Butter, Soy **Lecithin** (An Emulsifier), Vanilla], Pretzels [Wheat Flour, Salt, Soybean Oil, Malt Flour], Sea Salt.



## Little Duck Organics Tiny Gummies Probiotic Fruit + Veggie Snack

Ingredients: **Apple Juice Concentrate, Apple Puree Concentrate, Pomegranate Juice Concentrate, Blueberry Puree, Acai Juice Concentrate, Gelling Agent** (Pectin E440I), Natural Flavors, **Bacillus Coagulans GBI-30 6086**.



# Specialty & Frozen Snacks



## Velveeta Cheese Bites by Kraft Heinz

Cheese blended in a crispy tortilla coating, available in original and salsa con queso flavours.



## Annie's Homegrown Pepperoni Pizza Poppers Frozen Snacks

Ingredients: Enriched Flour (Wheat Flour, Malted Barley Flour, **Niacin, Ferrous Sulfate, Thiamine Mononitrate, Riboflavin, Folic Acid**), Pepperoni, Sugar, Spice Extractive of Paprika (Color), Spice Extractives, **Garlic Powder**, Citric Acid, **Lactic Acid Starter Culture**, Celery Powder, Tomato Paste, Mozzarella Cheese, Canola Oil, Corn Starch, Sea Salt, Seasoning (Onion Powder, Garlic Powder, Basil, Black Pepper, Oregano), Sweet Whey, Soybean Oil and Parsley.



## Farmwise® Veggie Rings™

Cauliflower, **rice flour**, canola oil, corn flour, corn starch, **rice starch**, modified corn starch, molasses, dextrose, yeast, xanthan gum, sodium alginate, dried garlic, **spice extracts (including paprika)** and citric acid.

# Specialty & Frozen Snacks



## Pepperidge Farm Frozen Bakery Apple Turnovers

Ingredients: Apples, enriched Wheat Flour (Flour, **Niacin, Reduced Iron, Thiamine Mononitrate, Riboflavin, Folic Acid**), Water, Vegetable Oils (Palm, Soybean, Hydrogenated Cottonseed), Sugar, High Fructose Corn Syrup, Modified Cornstarch, Salt, Mono and Diglycerides, Soy **Lecithin, Cinnamon, Turmeric and Annatto** Extracts for Color.



## Amy's Cheese Pizza Snacks

Ingredients: Wheat & Whole Wheat Flour, Mozzarella Cheese, Tomato Puree, Lowfat Milk, Butter (Cream, Salt, Annatto), Red Onions, Extra Virgin Olive Oil, Baking Powder (Calcium Phosphate, Baking Soda, Cornstarch), Sea Salt, Nonfat Dry Milk, Honey, Spices, Garlic, Black Pepper.



## Applegate Organic Chicken Strips

Ingredients: Chicken, Water, **Rice Starch**, Sea Salt, Natural Flavor. Bred with: Wheat Flour, Sugar, Sea Salt, Yeast, Soybean Oil, Organic Paprika. Battered With: Water, Wheat Flour, Sea Salt, Garlic, White Pepper, Flavorings (Rosemary, Sage And Marjoram), Cayenne Pepper, Breading Set In Expeller Pressed Vegetable Oil.

# References



- Mordor Intelligence. (December 2017). Global Snack Food Market - Growth, Trends and Forecasts (2018 - 2023).