



GLOBAL MARKET TRENDS 2023:
SNACKS

Market Overview



Global Snacks Food Market

Definition: The Snack Food segment covers food products that are typically eaten in between meals or as a quick bite. These meals are frequently created to be portable, simple to prepare, and easy to consume. Snack foods can be either salty or sweet.

Market revenue (US\$ billion) and CAGR (%) for snacks products segment in Southeast Asia & China, 2023-2028:

US\$539.3B

Revenue in the Snack Food segment in 2023¹

6.34%

Market growth (CAGR 2023-2028)¹

*IN-SCOPE:
Potato chips
Extruded and expanded snacks
Cookies and crackers
Pretzels*

Key Trends



Key Trends

1 Nurturing Healthy & Nutritious Snacks

2 Snacks Made Sustainably

3 Going Bold & Unique Flavour

4 Conveniently Innovative

Key Trend 1: Nurturing Healthy & Nutritious Snacks

“With more consumers trying to adopt healthier lifestyles - including healthier snacking, brands have an opportunity to address this by formulating with functional ingredients, healthy nutrients like protein, and delicious, savory flavours to meet the taste expectations of consumers”

Key Trend 1: Nurturing Healthy & Nutritious Snacks

Healthy and functional snacking is gaining more importance these days as some people are replacing their meals with snacks and they need proper nutrition¹.

There is also growing demand for snacks that are not only tasty but also offer nutritional value and promote overall well-being¹.

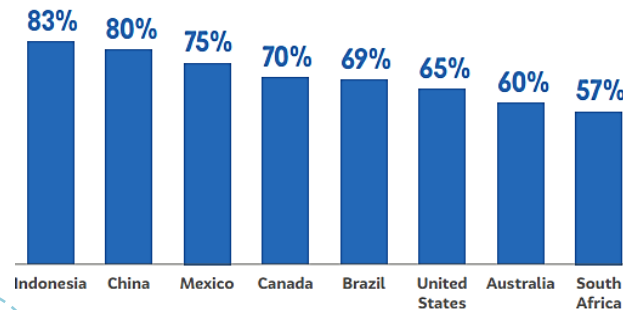
When purchasing a healthy snack....



one in four global consumers says a claim of low, less, or no sugar is important²..



“I CHECK NUTRITION LABELS ON SNACKS BEFORE BUYING THEM³”



Mondelez, 2023

while about one in five feels this way about fat and salt²



References

¹AMI. (2023). 2023 Global Snack Category Trends. Industry Report.

²Glanbia. (2023). Healthy Savoury Snack Trends 2023. .

³Mondelez International. (2022). State Of Snacking 2022 Global Consumer Snacking Trends Study.

Key Trend 1: Nurturing Healthy & Nutritious Snacks

What consumers look for in a healthy snacks^{1,2,3}

Consumers have become more attentive to the ingredient lists and are seeking out snacks with streamlined lists and health claims.

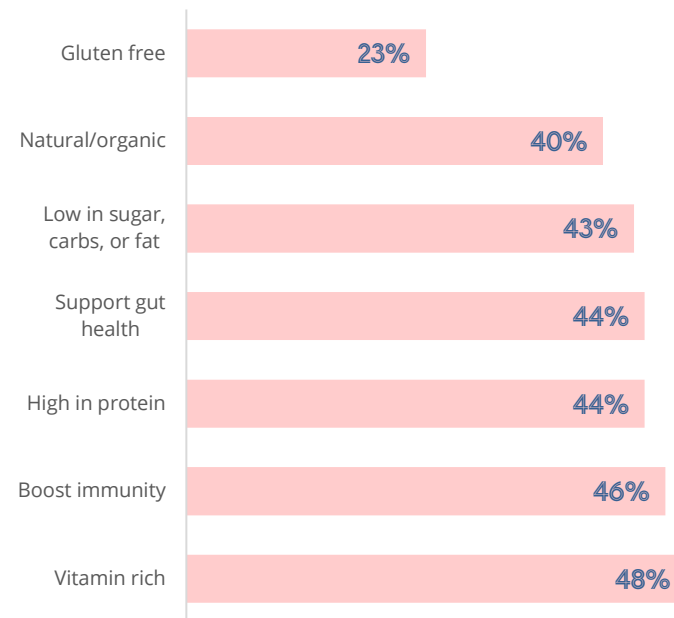
Snacks that are high in protein, low in sugar and sodium, plant-based, and gluten-free are driving the growth.

Fortified, free-from, and fiber-filled varieties are also continuing priorities, among others. (Euromonitor)

Not being left behind, functional ingredients like vitamin C and probiotics are also trendy nowadays.



Health cues on the packaging are an opportunity to meet consumer appetites for knowledgeable nourishment. Majorities say it would help them make better snacking choices if there were⁴...



References

¹Euromonitor International. (2023). Five Key Snack Trends to Track in 2023

²Bakery & Snacks. (2023). Snacking Trend for 2023.

³Glanbia. (2023). Healthy Savoury Snack Trends 2023. .

⁴Mondelez International. (2021). State Of Snacking 2021 Global Consumer Snacking Trends Study.

Key Trend 1: Nurturing Healthy & Nutritious Snacks

Snyder's of Hanover Gluten Free Mini Pretzels

- Snyder's of Hanover Gluten Free Mini Pretzels let you snack confidently.
- Our **low-fat, gluten-free** pretzels offer a satisfying alternative to wheat-based products, with all our famous crunch and delicious flavour in a bite-size snack.
- Product of USA

Ingredients: Cornstarch, Potato Starch, Tapioca Starch, Palm Oil, Sodium Carboxymethylcellulose, ***Dextrose**, Salt, Baking Powder (Sodium Acid Pyrophosphate, ***Sodium Bicarbonate**, Cornstarch, Monocalcium Phosphate), Sunflower Lecithin, Yeast, ***Citric Acid**, Soda.



Key Trend 1: Nurturing Healthy & Nutritious Snacks

Goya Garlic Lightly Salted Plantain Chips

- For a Latino Snack or a scrumptious healthy alternative to traditional potatoes chips, try GOYA Garlic Plantain Chips.
- Crunchy like potato chips but a little nuttier in flavour, Goya Garlic Plantain Chips are a fresh way to mix up the all-too-familiar snacking habits, now with a delicious garlic flavour.
- They might even become your chip of choice!
- Product of USA

Ingredients: Plantains, Vegetable Oil (May Contain One Or More Of The Following: Corn Oil, Cotton Seed Oil Or Sunflower Oil), Garlic Powder And Salt.



Key Trend 1: Nurturing Healthy & Nutritious Snacks

Lays Lightly Salted Potato Chips

- Made with real potatoes, cooked to crispy perfection and seasoned with **half the amount of sodium** than our original Classic Potato Chips
- 160 Calories per serving, Gluten Free, and made with no artificial flavours or preservatives
- Made with just 3 ingredients: Potatoes, Vegetable Oil, and Salt
- Product of USA

Ingredients: Potatoes, Vegetable Oil (Canola, Corn, Soybean, And/OR Sunflower Oil), And Salt.



Key Trend 1: Nurturing Healthy & Nutritious Snacks

Myprotein Crisps - Barbeque

- Soy-based high protein snack
- Delivering **11g of protein** in just 100 calories, our Protein Crisps are the perfect choice that won't derail your training. In convenient 25g packs, they're ideal for a protein boost, or simply when you're feeling peckish.
- Product of USA

Ingredients: Soy Crisps (Soy Protein (64%), Tapioca Starch, Soy Fibre, Salt), Sunflower Oil, Barbeque Seasoning (Sugar, Dextrose, Flavouring (Including Smoke Flavouring), Salt, Tomato Powder, Spices (Paprika, Allspice, Cinnamon), ***Yeast Extract**, Onion Powder, Spirit Vinegar Powder, Molasses Powder, Garlic Powder, Acid (***Citric Acid**), Spice Extracts (Paprika, Pimento)), Antioxidant (Rosemary Extract).



Key Trend 1: Nurturing Healthy & Nutritious Snacks

Jolly Time Healthy Pop

- JOLLY TIME® 100 Calorie Healthy Pop Kettle Corn.
- Guilt-Free snacking for the whole family to satisfy your sweet and salty cravings anytime!
- Quick and convenient mini microwave popcorn snack to enjoy on the go or for a family movie night with no need to share with the portioned-sized bag
- Product of America

Ingredients: 100% Whole Grain Non-GMO Pop Corn, Palm Oil, Salt, Dextrin, Natural And Artificial flavours, ***Sucralose**, Food Starch-Modified, Soy Lecithin, Annatto For Color, ***Ascorbic Acid** To Preserve Freshness.



Key Trend 2: Snacks Made Sustainably



“Increasing awareness and concern about sustainable packaging, prompting the market to adopt eco-friendly and recyclable packaging solutions to reduce environmental impact”

Key Trend 2: Snacks Made Sustainably

Sustainability is another way to appeal to consumers and make a healthy snack stand out¹.



An expansion of upcycling^{1,3}

Snacks made sustainably, or “upcycled,” are on the rise where the products are made with ingredients that would have been wasted. (IRI)



New Zealand - Upcycled Grain Project takes the wasted grain from beer-making and turns it into crackers.

Japan - Glico launched a new snack made from surplus strawberries from a canceled strawberry-picking event.



More than one in ten US consumers saying a sustainable packaging claim influences their purchasing decision for snacks²



A shift to more sustainable packaging³

Furthermore, there is increasing awareness and concern about sustainable packaging, prompting the market to adopt eco-friendly and recyclable packaging solutions to reduce environmental impact. (IRI)



New Zealand - popular chip brand is now using high-barrier compostable packaging.

Norway - edible straws and compostable packaging made of seaweed.



References

¹Cool Break Rooms. (2023). 5 Snack Trends Happening Now.

²Glanbia. (2023). Healthy Savoury Snack Trends 2023.

³IRI. (2023). The Global Appetite Is Growing for Sustainable Snacks

Key Trend 2: Snacks Made Sustainably

Top snack brands among sustainable-minded snackers¹

Showing % of US adults who snack in between meals and say they are engaged on the issue of sustainability or say they care about the environment.

Rank	Brand	Consideration %
1	M&M's	43
2	Doritos	43
3	Lay's	42
4	Oreo	40
5	Cheetos	38
6	Pringles	35
7	Ritz	35
8	Fritos	33
9	Cheeze Itz	31
10	Ruffles	30

A closer look at the snacking market shows that **61%** of American snackers and **64%** of British snackers are either engaged on the issue of sustainability or say they care about the environment¹.

References

¹YouGov. (2022). US and UK: Top brands among sustainable snackers. Available from <https://business.yougov.com/content/42687-us-uk-top-brands-among-sustainable-snackers-poll>

Key Trend 2: Snacks Made Sustainably

Off the Eaten Path Chickpea Veggie Crisps Snacks

- Our plant based commercially compostable bags are the next step on our journey to help care for our planet.
- After enjoying our delicious Off The Eaten Path snacks, send back your commercially compostable bag. We can help it become compost to help more plants grow!
- Product of New York

Ingredients: *Rice Flour, Chickpea Flour, Dried Green Peas, Sunflower Oil, Dried Black Beans, Dried Purple Sweet Potato, Cane Sugar, Sea Salt, Calcium Lactate, Salt, Vegetable Juice (Color), and *Mixed Tocopherols (Antioxidant).



Key Trend 2: Snacks Made Sustainably

Pulp Pantry Sea Salt Veggie Pulp Chips

- Pulp Pantry transforms upcycled, **sustainable ingredients** into reinventions of your favorite junk foods (made better for people & planet!).
- Their all-natural Sea Salt Veggie Pulp Chips are made with organic juice pulp, with way more fiber than your average chips and has fewer net carbs.
- Product of Los Angeles.

Ingredients: Juice Pulp (Celery, Kale), Sunflower Oil or Safflower Oil, Cassava Flour, Tapioca Flour, Okara Flour, Non-GMO White Vinegar, Chia Seeds, Sea Salt.



Key Trend 2: Snacks Made Sustainably

Pipcorn Heirloom Popcorn – Sea Salt

- With 50% less fat than the leading Sea Salt Popcorn, Pipcorn is perfect for delicious and mindful snacking
- **Grown sustainably** and never genetically modified, our precious seeds are the not-so-secret ingredient that makes Pipcorn so irresistible.
- **Upcycling practices** for low-waste production. Their packaging is **recyclable** through TerraCycle programs.
- Product of United States

Ingredients: Non-GMO Heirloom Popcorn, Sunflower Oil, Sea Salt.



Key Trend 2: Snacks Made Sustainably

Quinn Maple Almond Butter Filled Pretzel Nuggets

- Quinn has employed what they call the "Farm-to-bag" system. They promise traceable ingredients and better, more responsible sourcing.
- Supports regenerative agriculture efforts
- Ingredients sourced ethically and sustainably
- Product of USA

Ingredients: Almond Butter, Cassava Flour, Potato Starch, High Oleic Sunflower Oil, Tapioca Starch, Whole Grain Sorghum Flour, Maple Sugar, Hemp Heart Protein, Organic Cane Sugar, Fenugreek Extract, Sea Salt, Sunflower Lecithin, Tocobiol.



Key Trend 2: Snacks Made Sustainably

Puffworks Peanut Butter Puffs Snack

- Made with only three organic, non-GMO ingredients: peanut butter, corn, and sea salt. Nothing else!
- Plus, they come in a **TerraCycle packaging** that's better for the environment, too
- Product of USA

Ingredients: Organic Peanut Butter (Organic Dry Roasted Peanuts), Organic Whole Grain Yellow Corn Meal, Organic Degermed Yellow Corn Meal, Sea Salt.



Key Trend 3: Going Bold & Unique Flavour

“Today’s snackable foods are going big on flavour, ranging from nuanced to extra-extra bold. Inventive combinations and sometimes-unexpected layers of flavour are taking snacks to a new level of taste”

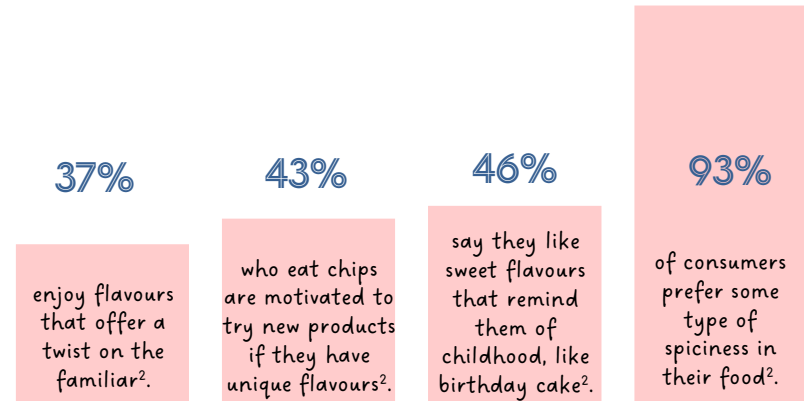


Key Trend 3: Going Bold & Unique Flavour

Additionally, the market is fueled by the popularity of savory snacks, including chips, popcorn, and pretzels, which provide a satisfying and savory flavour experience¹.

However, rising demand for new and unique snack flavour contributing to the diversification and growth of the market.

They focus on creating unique flavours, experimenting with different ingredient combinations, and exploring innovative snack formats¹.



45%

of people eat three or more snacks per day²

flavour

Remains by far the most important selection driver for snacks²

References

¹Grand View Research. (2021). Snacks Market Size, Share & Trends Analysis Report By Product

²McFONA. (2023). Tracking Snacking. 2023 Trend Report Bite.

Key Trend 3: Going Bold & Unique Flavour

The use of bold and exotic flavours and textures appeals to snack lovers, especially the younger generations:

Top flavours for recent North American savoury and salty snack launches¹:



In February 2023, Naera Snacks partnered with EnWave Corporation to develop a new product line of long-shelf-life seafood snacks².

- By harnessing EnWave's Radiant Energy Vacuum, a drying technology, Naera Snacks will create innovative fish jerky crunch and ready-to-eat snacks using sustainable seafood sourced locally.
- These snacks will feature a unique combination of premium cheese and butter from Iceland, resulting in flavours like Buttery Herb and Cheesy Chili.
- Notably, these snacks will offer a protein-rich content along with essential nutrients such as Calcium, Omega-3s, and B-12.



Half (**54%**) of consumers enjoy snacks with flavours from other foods, **38%** choose snacks to try international cuisines, and **37%** try desserts with a new spin on familiar flavours³

References

¹Glanbia. (2023). Healthy Savoury Snack Trends 2023.

²Grand View Research. (2021). Snacks Market Size, Share & Trends Analysis Report By Product

³IFT. (2023). The Top 10 Food Trends of 2023. .

Key Trend 3: Going Bold & Unique Flavour

Doritos Simply Organic White Cheddar Tortilla Flavoured Chips

- At Simply, our snacks are made with ingredients you can feel good about, and come from the same brands you love. We call this Pure Deliciousness.
-
- Snack boldly with organic corn and real white cheddar flavour!
- Product of USA.

Ingredients: Organic Corn, Organic Expeller-Pressed Sunflower Oil, Organic Cheddar Cheese (Organic Milk, Cheese Cultures, Salt, Enzymes), Organic Maltodextrin (Made From Organic Corn), Sea Salt, Organic Sweet Cream Buttermilk, Organic Tomato Powder, Natural flavours, Organic Onion Powder, Organic Romano Cheese (Organic Cow's Milk, Cheese Cultures, Salt, Enzymes), Organic Butter (Organic Cream, Salt), Organic Skim Milk, Organic Spices, ***Citric Acid**, Organic Garlic Powder, Organic Cream, And Lactic Acid.



Key Trend 3: Going Bold & Unique Flavour

Takis Rolled Fuego Tortilla Chips

- A Frenzy of Flavour: Remix your snack game with the intense taste of our zesty lime and hot spicy chili artificially flavoured tortilla chips.
- These crunchy rolled corn tortilla chips deliver intense flavours that fire up your tastebuds with every bite.

Ingredients: Corn Flour (Processed With Lime), Vegetable Oil (Palm And/Or Soybean And/Or Canola Oil), Seasoning [Salt, ***Maltodextrin**, ***Citric Acid**, Sugar, ***Monosodium Glutamate**, Hydrolyzed Soy Protein, Onion Powder, ***Yeast Extract**, Red 40 Lake, Yellow 6 Lake, Natural And Artificial flavours, Sodium Bicarbonate, Soybean Oil, Chili Pepper (Chile), Disodium Inosinate, Disodium Guanylate, Tbhq (Antioxidant)].



Key Trend 3: Going Bold & Unique Flavour

O-MY-POP Popcorn Chips

- This secret blend of barbecue recipe is just scrumptiously irresistible.
- The delightful, smoky and heartwarming barbecue flavour is unmistakably the perfect excuse for a snack party, whether alone or with many..
- Product of Malaysia

Ingredients: Corn, Sugar, Vegetable Oil (Palm), ***Dextrose**, Barbecue Seasoning (Sugar, Salt, Spices, Flavour Enhancers [Monosodium Glutamate (E621), Disodium Guanylate (E627), Disodium Inosinate (E631)], Soy Sauce Powder (Soybean, Wheat), Barbecue flavouring (Milk), ***Yeast Extract**), Salt.



Key Trend 3: Going Bold & Unique Flavour

Snack Factory Pretzel Crisps Deli Style Sea Salt & Cracked Pepper

- Seasoned with the wholesome classic goodness of sea salt & cracked pepper, these pretzel crisps deliver a flavour that is certain to be a hit for any occasion!
- Product of US.

Ingredients: Wheat Flour, Seasoning (Sea Salt, Whey, Spice, Sugar, Dextrose, Onion Powder, ***Maltodextrin**, Modified Food Starch, Garlic Powder, ***Yeast Extract**, Vinegar, Citric Acid, Natural flavours, Disodium Inosinate And Disodium Guanylate, Malic Acid, Lactic Acid, Caramel Color, Extractive Of Turmeric, Extractive Of Paprika And Less Than 2% Silicon Dioxide And Soybean Oil Added As Processing Aids), Soybean Oil, Sugar, Salt, Malt Syrup (Corn Syrup, Malt Extract), Soda.



Key Trend 4: Conveniently Innovative

“Consumers nowadays are becoming more like snacks, especially in convenience format or it also can turn to more functional, portable, single-serving, and nutritional snacks. Becoming smaller in portion, easier to consume, more nutritious and tastier”

Key Trend 4: Conveniently Innovative

In today's world, anytime is snack time!

Busy lifestyles mean that people have started replacing meals with snacks and eating things that wouldn't have previously been described as snacks like hot chips or sandwiches³.

Also today, breakfast represents a promising avenue for snack players, as the hybrid worker desires convenience and time-saving¹.



92%
of consumers
consider
convenience an
important factor
when choosing
snacks²



Single-serve portable snacks have also become a staple. More people are now on the go and these snacks make it very convenient to consume³

Shoppers will consider buying snacks in many more locations now, such as specialty shops and fast-food restaurants. People want the option to buy whenever and wherever they wish³

References

¹Euromonitor International. (2023). These Five Trends Will Redefine Global Snacks to 2027.

²GII Research. (2023). Global Snack Food Market - 2023-2030.

³Play Innovation. (2023). FMCG trends: the snacking revolution.

Key Trend 4: Conveniently Innovative

International brands have seized this opportunity of increased demand for snacks, by packaging their products in more convenient ways to extend shelf life and promote on-the-go consumption³.

Packaged snacks have gained popularity due to their convenience and portability, catering to consumers' preference for grab-and-go options¹.

Bag & Pouches

Easily opened, resealed, and lightweight, suitable for on-the-go snacking.
Provide effective protection for snacks, ensuring freshness and flavour preservation².

Cans

Excellent protection, ensuring the freshness of snacks and extending their shelf life.
Provide ample branding space, offering effective marketing opportunities that enhance product visibility and recognition in retail environments².

Transparent or windowed

Enhance visibility and appeal, enabling consumers to make informed decisions².



References.

¹GII Research. (2023). Global Snack Food Market - 2023-2030.

²Grand View Research. (2021). Snacks Market Size, Share & Trends Analysis Report By Product

³Play Innovation. (2023). FMCG trends: the snacking revolution.

Key Trend 4: Conveniently Innovative

Yes Natural Organic Brown Rice Rings Cheese

- When its crunch time, and the craving kicks in, there's no better way to nosh than having nacho chips dunked in our California Creamery nacho cheese sauce, straight out of the tub.
- It's the most addictive "All-in-one" party snack pack.
- Product of California.

Ingredients: Nacho Cheese Sauce: Cheese Whey, Partially Hydrogenated Soybean Oil, Modified Food Starch, Cheese [Cheddar and Blue Cheese (Cultured Milk, Salt, Enzymes)], Jalapeno Peppers (1%), ***Sodium Phosphate**, Salt, ***Maltodextrin**, ***Monosodium Glutamate**, Vinegar, Natural flavours, Mono and Diglycerides, Sodium Stearoyl Lactylate, Color Added (including Caramel Colour, Yellow 5 and Yellow 6). Nacho Chips: Whole Stoneground Corn treated with Lime, Vegetable Palm Oil, Water, Salt, Gardenia Yellow



Key Trend 4: Conveniently Innovative

Hanmirae Seaweed Snack - Teriyaki

- Delicious and healthy
- Rich in vitamins and minerals
- Eat with rice, as a snack or use as topping for soup
- Product of South Korea

Ingredients: Seaweed, Corn Oil, Sesame Oil, Teriyaki Seasoning, Sea Salt.



Key Trend 4: Conveniently Innovative

Yes Natural Organic Brown Rice Rings Cheese

- The organic brown rice rings are suitable for children and adults anytime, anywhere. Available in more than one flavour.
- This delicious snack is processed through advanced technology, without added MSG or preservatives to maintain the nutrition of brown rice.
- Product of Malaysia.

Ingredients: Organic Multi Grains (37%), Organic Brown Rice (18%), Cheese Powder, Non-GMO Corn Grits (18%) and Vegetable Oil.



Key Trend 4: Conveniently Innovative

Pringles Potato Crisps - Sour Cream & Onion

- Make snack time more fun with the original, stackable potato crisp.
- Pop open a can and experience the bold flavour and satisfying crunch of Sour Cream & Onion Pringles Potato Crisps.
- Resealable.
- Product of Malaysia.

Ingredients: Dried Potatoes, Vegetable Oil (Corn, Cottonseed, High Oleic Soybean, And/Or Sunflower Oil), Degerminated Yellow Corn Flour, Cornstarch, ***Rice Flour**, Maltodextrin, Mono- And Diglycerides. Contains 2% Or Less Of Salt, Whey, Sour Cream (Cream, Nonfat Milk, Cultures), Monosodium Glutamate, Onion Powder, Coconut Oil, ***Dextrose**, Sugar, Natural flavours, Nonfat Milk, Citric Acid, Sodium Caseinate, Lactic Acid, Yeast Extract, Disodium Inosinate, Disodium Guanylate, Buttermilk, Malic Acid, Invert Sugar, Cultured Nonfat Milk, Cream, Wheat Starch.



Key Trend 4: Conveniently Innovative

Pringles Potato Crisps - Sour Cream & Onion

- Our products are immediately packed, preserving the natural goodness and freshness to ensure that it remains crisply delicious and perfect in transparent packaging.
- This product also contains no added MSG.
- Product of Singapore.

Ingredients: Tapioca, Sugar, Palm Oil, Chili, Salt, Shallot, Shrimp, Garlic, Tamarind, Acetic Acid, Ginger, Food Color E124 and E110.



Photo via

- https://www.freepik.com/free-photo/salty-snacks-pretzels-chips-crackers_21018646.htm#page=5&query=snacks&position=49&from_view=search&track=sph
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- https://www.flaticon.com/free-icon/teamwork_1256650?term=people&page=1&position=15&origin=search&related_id=1256650

References

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To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com

References





THANK YOU