Extruded Snacks Market by Type (Potato, Corn, Rice, Tapioca, Mixed Grain, and Others) & by Geography - Global Trends and Forecasts to 2019

Description: Extruded snacks are obtained through the extrusion technology, either directly or through the processing of snack pellets. The advanced technologies offer advantages such as innovative designs, simple procedure, and time-effective production that are factors, which drive the growth of the market. The extruded snacks market is estimated to reach $31 billion by 2019, with Asia-Pacific as the fastest growing consumption market.

The report includes the market sizes in terms of both value ($million) and volume (KT). The extruded snacks market is segmented on the basis of type and geography. The market by types includes potato, corn, rice, tapioca, mixed grain, and others such as cereals, vegetable, and legumes. The extruded snacks market by geography includes North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW).

The market is estimated to grow with advancements in technologies and snacking trends due to a busy lifestyle. The Asia-Pacific region dominated the extruded snack food market. Increasing population and inclination towards the snacks contributed to the Asia-Pacific market. The report provides both a qualitative and quantitative analysis of the extruded snacks market. The report includes the market dynamics, trends, competitive strategies preferred by the key market players, the driving factors that boosted the extruded snack market and the restraints of the market, confers the opportunities in the extruded snacks market for the new entrants, and the established manufacturers for new product developments.

To maintain a competitive edge in the extruded snacks market, the key players invest heavily in the development of new extruded snacks. The key players of the market were observed to prefer new product launches and expansions as strategies to garner a larger share in the market. Key players such as Frito-Lay North America Inc. (U.S.), Kellogg Company (U.S.), Calbee, Inc. (Japan), and Diamond Foods (U.S.) have been profiled in the report. The report provides a complete analysis of key companies and a chronology of developments with respect to new products/technologies and their applications. It also analyzes the market dynamics, winning imperatives, and issues faced by leading players.

SCOPE OF THE REPORT
This report focuses on the extruded snacks market. The research study categorizes the extruded snacks market on the basis of type and geography.

Extruded snacks market
On the basis of type
- Potato
- Corn
- Rice
- Tapioca
- Mixed grain
- Others (cereals, legumes, and vegetable)

On the basis of geography
- North America
- Europe
- Asia-Pacific
- ROW

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