Global Industry Insight: Savory Snacks Market Development and Demand Forecast to 2020

Description:

Savory snacks in this report refer to processed and packaged snacks with pleasant and aromatic taste. For better understanding of various components of the market, they are categorized as potato chips, processed snacks, popcorn, nuts, and others. Others refer to ethnic and region specific snacks offered mostly by the domestic companies in a country. Nuts include processed nuts and seeds such as almonds and walnuts.

The demographic and economic changes such as rising urbanization, increasing per capita income, and need for convenience have been shaping the global savory snacks market. The developing countries seem to offer more opportunities for the market as compared to their developed counterparts. Earlier snacks were considered as stop-gap food between the meals for a change of taste and mood; however in the current scenario they are now being consumed among meals in several developed countries. The busy lifestyles are leading people to eat more of packaged food including snacks, bakery and confectionary products. People consume snacks while driving, watching movies, partying, web-surfing, and during the office break hours.

These campaigns are posing challenge for the snack products of the company with gluten composition. For instance, Coeliac U.K., a U.K.-based charity organization has been active in ‘Gluten-free Guarantee’ campaign, under which it encourages supermarkets in the country to offer gluten-free food products including the savory snacks.

Savory snacks manufacturing companies are engaged in innovation of their offerings to remain competitive amidst competition from its substitutes. The rising concern for health is also compelling the companies to increase healthier products in their portfolio. The market is highly competitive due to its fragmented nature; however, PepsiCo with its large share stands as an exception.

The supplier side of the savory snacks industry includes food ingredient producers and packaging producers, who supply agricultural produces, corn starch, potato starch, flavours and packaging materials. After the production in the manufacturers’ facility, the packaged snacks reach end consumers through various channels including distributors, retail, cafes and restaurants. The large retail includes supermarkets and hypermarkets; whereas, the small retail include convenience stores, independent retailers, service stations, and other small retail formats. Large retail formats such as supermarkets and hypermarkets account for the largest share of grocery sales in most of the developed countries. Large discount offered by them on large grocery packets encourages customers to buy more from them.

The growing supermarkets and hypermarkets in the developing countries are laying growth opportunities for the savory snacks market. The increasing per capita income is promoting growth of supermarkets in the developing countries such as China, India, Thailand, and Malaysia which also holds good opportunity for the savory snacks market. The increasing numbers of supermarkets and hypermarkets coupled with growing per capita income is encouraging people for bulk buying of savory snacks, which is mostly offered by the large scale retail. Convenience stores are another format which is growing at global level due to peoples’ growing demand for convenience.

People are demanding varieties in snacks, which is encouraging companies to launch new products. Several companies have been announcing the launch of products with new tastes, flavours, and shapes to maintain their competitiveness in the market. Moreover, customers’ increasing inclination towards organic foods is compelling the savory snack companies to innovate their products for customer retention.

The global savory snacks market is highly competitive due to the presence of a large number of producers in the market. The key reason for the growth of PepsiCo in the market is their strong multinational presence in food and beverages segment and their large product portfolio of savory snacks. The company has also been adding varieties to its savory snacks portfolio through research and development investments. The global savory snacks market has a fragmented structure with a large number of companies.

Major Competitors: Some of the major competitors in the market include PepsiCo., Kraft Foods, ConAgra Foods, CALBEE, Diamond Foods, General Mills, Intersnack Group GmbH, Lorenz Bahlsen, Kellogg company, and Orkla ASA.
Key findings of Savory Snacks Market:

- Asia-Pacific is expected to dominate the global savory snacks market surpassing the revenues of North America during the forecast period
- Japan and China together are expected to account for about 15% of the global savory snacks market, in terms of value, by 2020
- India, China and Mexico are expected to be the most lucrative market during the forecast period due to their high growth rate
- Sales through supermarkets and hypermarkets is expected to increase during the forecast period due to increasing urbanization

Report Coverage

- Provides comprehensive understanding of the market with the help of informed market outlook, opportunities, challenges, trends, size and growth, competitive analysis, major competitors and Porter analysis
- Identifies the key drivers of growth and challenges of the key industry players. Also, assesses the future impact of the propellants and restraints on the market
- Uncovers potential demands in the market
- Porter analysis identifies competitive forces within the market
- Provides information on the historical and current market size and the future potential of the market
- Provides sizes of key regional markets using yardsticks of segments, applications, and segments of applications
- Highlights the competitive scenario of the market, major competitors, and benchmarking
- Provides profiles of major competitors of the market including details of their operations, product and services, recent developments and key financial metrics. Profiles provide better understanding of competition as well as the demands of the market.

Contents:

1 Research Scope and Methodology
   1.1 Market Definition
   1.2 Market Breakdown by Segments
   1.3 Market Breakdown by Geography
   1.4 Research Methodology and Sources

2 Executive Summary
   2.1 Key Findings
   2.2 Research Summary

3 Market Outlook
   3.1 Introduction
   3.1.1 Value chain analysis
   3.2 Trends in the Market
   3.2.1 Companies are announcing the launch of new variety of products
   3.3 Opportunities in the Market
   3.3.1 Increasing large-format retail in developing countries is laying opportunities for savory snacks market
   3.4 Factors Driving the Market and its Impact on Market Forecast
   3.4.1 Increasing urbanization is promoting the growth of savory snacks market
   3.4.2 Growing trend of consumption of snacks between the meals is increasing the volume sales of savory snacks
   3.4.3 Impact Analysis of Drivers on Market Forecast
   3.5 Factors Hindering the Market and its Impact on Market Forecast
   3.5.1 Small companies at local levels are creating obstacles in the growth of organized players
   3.5.2 Increasing consumption of natural foods is deviating people from the consumption of snacks
   3.5.3 Impact Analysis of Restraints on Market Forecast

4 Global Market Size and Forecasts (2011 - 2020)
   4.1 Global Savory Snacks Market Breakdown by Segment
   4.1.1 Potato Chips
   4.1.2 Processed Snacks
   4.1.3 Popcorn
   4.1.4 Nuts
   4.1.5 Others
4.2 Global Market Breakdown by Region
4.3 Global Market Share by Distribution Channel
4.4 Global Market Share by Company

5 Global Market Breakdown by Region
5.1 North America Market Breakdown by Country
5.2 North America Market Breakdown by Segment
5.3 North America Market Share by Distribution Channel
5.4 North America Market Share by Company
5.4.1 The U.S. market breakdown by segment
5.4.2 The U.S. Market Share by Distribution Channel
5.4.3 The U.S. Market Share by Company
5.4.4 Canada market breakdown by segment
5.4.5 Canada Market Share by Distribution Channel
5.4.6 Canada Market Share by Company

5.5 Europe Market Breakdown by Country
5.6 Europe Market Breakdown by Segment
5.7 Europe Market Share by Distribution Channel
5.8 Europe Market Share by Company
5.8.1 The U.K. market breakdown by segment
5.8.2 The U.K. market share by distribution channel
5.8.3 The U.K. Market Share by Company
5.8.4 Germany market breakdown by segment
5.8.5 Germany market share by distribution channel
5.8.6 Germany market share by company
5.8.7 Spain market breakdown by segment
5.8.8 Spain market share by distribution channel
5.8.9 Spain market share by company
5.8.10 France market breakdown by segment
5.8.11 France market share by distribution channel
5.8.12 France market share by company
5.9 Asia-Pacific Market Breakdown by Country
5.10 Asia-Pacific Market Breakdown by Segment
5.11 Asia-Pacific Market Share by Distribution Channel
5.12 Asia-Pacific Market Share by Company
5.12.1 Japan market breakdown by segment
5.12.2 Japan market share by distribution channel
5.12.3 Japan market share by company
5.12.4 China market breakdown by segment
5.12.5 China market share by distribution channel
5.12.6 China market share by company
5.12.7 India market breakdown by segment
5.12.8 India Market share by distribution channel
5.12.9 India market share by company
5.12.10 South Korea market breakdown by segment
5.12.11 South Korea market share by distribution channel
5.12.12 South Korea market share by company
5.13 Rest of the World Market Breakdown by Country
5.14 Rest of the World Market Breakdown by Segment
5.15 Rest of the World Market Share by Distribution Channel
5.16 Rest of the World Market Share by Company
5.16.1 Mexico market breakdown by segment
5.16.2 Mexico market share by distribution channel
5.16.3 Mexico market share by company
5.16.4 Brazil market breakdown by segment
5.16.5 Brazil market Share by distribution channel
5.16.6 Brazil market share by company

6 Competitive Analysis and Market Share
6.1 Porter's Five Forces of Competitive Position Analysis
6.1.1 Bargaining Power of Buyers
6.1.2 Bargaining Power of Suppliers
6.1.3 Threat of New Entrants
6.1.4 Threat of Substitutes
6.1.5 Intensity of Rivalry
6.2 Competitive Positioning of Key Competitors
6.3 Market Share Analysis of Key Competitors

7 Company Profiles
7.1 PepsiCo, Inc.
7.1.1 Business Overview
7.1.2 Products and Services
7.1.3 Recent Developments
7.1.4 Key P&L Metrics
7.2 Kraft Foods Group, Inc.
7.2.1 Business Overview
7.2.2 Products and Services
7.2.3 Recent Developments
7.2.4 Key P&L Metrics
7.3 ConAgra Foods, Inc.
7.3.1 Business Overview
7.3.2 Products and Services
7.3.3 Recent Developments
7.3.4 Key P&L Metrics
7.4 CALBEE, Inc.
7.4.1 Business Overview
7.4.2 Products and Services
7.4.3 Recent Developments
7.4.4 Key P&L Metrics
7.5 Diamond Foods, Inc.
7.5.1 Business Overview
7.5.2 Products and Services
7.5.3 Recent Developments
7.5.4 Key P&L Metrics
7.6 General Mills, Inc.
7.6.1 Business Overview
7.6.2 Products and Services
7.6.3 Recent Developments
7.6.4 Key P&L Metrics
7.7 Intersnack Group GmbH & Co. KG
7.7.1 Business Overview
7.7.2 Products and Services
7.7.3 Recent Developments
7.7.4 Key P&L Metrics
7.8 Lorenz Bahllsen Snack-World Group
7.8.1 Business Overview
7.8.2 Products and Services
7.8.3 Recent Developments
7.8.4 Key P&L Metrics
7.9 Kellogg Company
7.9.1 Business Overview
7.9.2 Products and Services
7.9.3 Recent Developments
7.9.4 Key P&L Metrics
7.10 Orkla ASA
7.10.1 Business Overview
7.10.2 Products and Services
7.10.3 Recent Developments
7.10.4 Key P&L Metrics

8 Appendix
8.1 List of Abbreviations

List of Figures:
Figure 1 Value chain analysis of savory snacks market
Figure 2 Global savory snacks market share by distribution channel, 2014 and 2020
RESEARCH AND MARKETS

Figure 3 Global savory snacks market share by company, 2014
Figure 4 North America savory snacks market share by distribution channel, 2014 and 2020
Figure 5 North America savory snacks market share by company, 2014
Figure 6 The U.S. savory snacks market share by distribution channel, 2014 and 2020
Figure 7 The U.S. savory snacks market share by company, 2014
Figure 8 Canada savory snacks market share by distribution channel, 2014 and 2020
Figure 9 Canada savory snacks market share by company, 2014
Figure 10 Europe savory snacks market share by distribution channel, 2014 and 2020
Figure 11 Europe savory snacks market share by company, 2014
Figure 12 The U.K. savory snacks market share by distribution channel, 2014 and 2020
Figure 13 The U.K. savory snacks market share by company, 2014
Figure 14 Germany savory snacks market share by distribution channel, 2014 and 2020
Figure 15 Germany savory snacks market share by company, 2014
Figure 16 Spain savory snacks market share by distribution channel, 2014 and 2020
Figure 17 Spain savory snacks market share by company, 2014
Figure 18 France savory snacks market share by distribution channel, 2014 and 2020
Figure 19 France savory snacks market share by company, 2014
Figure 20 Asia-Pacific savory snacks market share by distribution channel, 2014 and 2020
Figure 21 Asia-Pacific savory snacks market share by company, 2014
Figure 22 Japan savory snacks market share by distribution channel, 2014 and 2020
Figure 23 Japan savory snacks market share by company, 2014
Figure 24 China savory snacks market share by distribution channel, 2014 and 2020
Figure 25 China savory snacks market share by company, 2014
Figure 26 India savory snacks market share by distribution channel, 2014 and 2020
Figure 27 India savory snacks market share by company, 2014
Figure 28 South Korea savory snacks market share by distribution channel, 2014 and 2020
Figure 29 South Korea savory snacks market share by company, 2014
Figure 30 RoW savory snacks market share by distribution channel, 2014 and 2020
Figure 31 RoW savory snacks market share by company, 2014
Figure 32 Mexico savory snacks market share by distribution channel, 2014 and 2020
Figure 33 Mexico savory snacks market share by company, 2014
Figure 34 Brazil savory snacks market share by distribution channel, 2014 and 2020
Figure 35 Brazil savory snacks market share by company, 2014
Figure 36 Porter’s five forces of competitive position analysis
Figure 37 Competitive positioning of key competitors
Figure 38 Global market share by company (2014)

List of Tables:
Table 1 Specific primary and secondary sources used for this publication
Table 2 Global savory snacks market snapshot (2015 and 2020)
Table 3 Global Savory snacks market key competitors with market share (2014)
Table 4 Drivers for the market: Impact analysis
Table 5 Restraints for the market: Impact analysis
Table 6 Global savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 7 Global savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 8 Global savory snacks market breakdown by segment, $m (2011 - 2014)
Table 9 Global savory snacks market breakdown by segment, $m (2015 - 2020)
Table 10 Global savory snacks market breakdown by region, million kilograms (2011 - 2014)
Table 11 Global savory snacks market breakdown by region, million kilograms (2015 - 2020)
Table 12 Global savory snacks market breakdown by region, $m (2011 - 2014)
Table 13 Global savory snacks market breakdown by region, $m (2015 - 2020)
Table 14 North America market breakdown by country, million kilograms (2011 - 2014)
Table 15 North America market breakdown by country, million kilograms (2015 - 2020)
Table 16 North America market breakdown by country, $m (2011 - 2014)
Table 17 North America market breakdown by country, $m (2015 - 2020)
Table 18 North America savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 19 North America savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 20 North America savory snacks market breakdown by segment, $m (2011 - 2014)
Table 21 North America savory snacks market breakdown by segment, $m (2015 - 2020)
Table 22 The U.S. savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 23 The U.S. savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 24 The U.S. savory snacks market breakdown by segment, $m (2011 - 2014)
Table 25 U.S. savory snacks market breakdown by segment, $m (2015 - 2020)
Table 26 Canada savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 27 Canada savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 28 Canada savory snacks market breakdown by segment, $m (2011 - 2014)
Table 29 Canada savory snacks market breakdown by segment, $m (2015 - 2020)
Table 30 Europe market breakdown by country, million kilograms (2011 - 2014)
Table 31 Europe market breakdown by country, million kilograms (2015 - 2020)
Table 32 Europe market breakdown by country, $m (2011 - 2014)
Table 33 Europe market breakdown by country, $m (2015 - 2020)
Table 34 Europe savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 35 Europe savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 36 Europe savory snacks market breakdown by segment, $m (2011 - 2014)
Table 37 Europe savory snacks market breakdown by segment, $m (2015 - 2020)
Table 38 The U.K. savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 39 The U.K. savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 40 The U.K. savory snacks market breakdown by segment, $m (2011 - 2014)
Table 41 The U.K. savory snacks market breakdown by segment, $m (2015 - 2020)
Table 42 Germany savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 43 Germany savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 44 Germany savory snacks market breakdown by segment, $m (2011 - 2014)
Table 45 Germany savory snacks market breakdown by segment, $m (2015 - 2020)
Table 46 Spain savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 47 Spain savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 48 Spain savory snacks market breakdown by segment, $m (2011 - 2014)
Table 49 Spain savory snacks market breakdown by segment, $m (2015 - 2020)
Table 50 France savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 51 France savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 52 France savory snacks market breakdown by segment, $m (2011 - 2014)
Table 53 France savory snacks market breakdown by segment, $m (2015 - 2020)
Table 54 Asia-Pacific market breakdown by country, million kilograms (2011 - 2014)
Table 55 Asia-Pacific market breakdown by country, million kilograms (2015 - 2020)
Table 56 Asia-Pacific market breakdown by country, $m (2011 - 2014)
Table 57 Asia-Pacific market breakdown by country, $m (2015 - 2020)
Table 58 Asia-Pacific savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 59 Asia-Pacific savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 60 Asia-Pacific savory snacks market breakdown by segment, $m (2011 - 2014)
Table 61 Asia-Pacific savory snacks market breakdown by segment, $m (2015 - 2020)
Table 62 Japan savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 63 Japan savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 64 Japan savory snacks market breakdown by segment, $m (2011 - 2014)
Table 65 Japan savory snacks market breakdown by segment, $m (2015 - 2020)
Table 66 China savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 67 China savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 68 China savory snacks market breakdown by segment, $m (2011 - 2014)
Table 69 China savory snacks market breakdown by segment, $m (2015 - 2020)
Table 70 India savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 71 India savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 72 India savory snacks market breakdown by segment, $m (2011 - 2014)
Table 73 India savory snacks market breakdown by segment, $m (2015 - 2020)
Table 74 Household grocery shares in South Korea, 2009 and 2012
Table 75 South Korea savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 76 South Korea savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 77 South Korea savory snacks market breakdown by segment, $m (2011 - 2014)
Table 78 South Korea savory snacks market breakdown by segment, $m (2015 - 2020)
Table 79 RoW market breakdown by country, million kilograms (2011 - 2014)
Table 80 RoW market breakdown by country, million kilograms (2015 - 2020)
Table 81 RoW market breakdown by country, $m (2011 - 2014)
Table 82 RoW market breakdown by country, $m (2015 - 2020)
Table 83 RoW savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 84 RoW savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 85 RoW savory snacks market breakdown by segment, $m (2011 - 2014)
Table 86 RoW savory snacks market breakdown by segment, $m (2015 - 2020)
Table 87 Mexico savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 88 Mexico savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 89 Mexico savory snacks market breakdown by segment, $m (2011 - 2014)
Table 90 Mexico savory snacks market breakdown by segment, $m (2015 - 2020)
Table 91 Brazil savory snacks market breakdown by segment, million kilograms (2011 - 2014)
Table 92 Brazil savory snacks market breakdown by segment, million kilograms (2015 - 2020)
Table 93 Brazil savory snacks market breakdown by segment, $m (2011 - 2014)
Table 94 Brazil savory snacks market breakdown by segment, $m (2015 - 2020)
Table 95 PepsiCo, Inc.- Key Facts
Table 96 PepsiCo, Inc. - Key P&L Metrics
Table 97 Kraft Foods Group, Inc. - Key Facts
Table 98 Kraft Foods Group, Inc. - Key P&L Metrics
Table 99 ConAgra Foods, Inc. - Key Facts
Table 100 ConAgra Foods, Inc. - Key P&L Metrics
Table 101 CALBEE, Inc. - Key Facts
Table 102 CALBEE, Inc. - Key P&L Metrics
Table 103 Diamond Foods, Inc. - Key Facts
Table 104 Diamond Foods, Inc. - Savory Snack Products by Brand
Table 105 Diamond Foods, Inc. - Key P&L Metrics
Table 106 General Mills, Inc. - Key Facts
Table 107 General Mills, Inc. - Key P&L Metrics
Table 108 Intersnack Group GmbH & Co. KG - Key Facts
Table 109 Lorenz Bahlsen Snack-World Group - Key Facts
Table 110 Kellogg Company - Key Facts
Table 111 Kellogg Company - Key P&L Metrics
Table 112 Orkla ASA - Key Facts
Table 113 Orkla ASA - Key P&L Metrics

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3359685/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Industry Insight: Savory Snacks Market Development and Demand Forecast to 2020
Web Address: http://www.researchandmarkets.com/reports/3359685/
Office Code: SCPLWWWK

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 7500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 10500</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ____________________________________________ Last Name: ____________________________________________
Email Address: * ________________________________________
Job Title: ____________________________________________
Organisation: ________________________________________
Address: ____________________________________________
City: ________________________________________________
Postal / Zip Code: __________________________________
Country: ____________________________________________
Phone Number: ________________________________________
Fax Number: ________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer:
Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World