APAC Sweet and Salty Snacks Market: By Type (Chips, Extruded Snacks, Nuts, Popcorn, Traditional snacks); By Distribution Channel (Supermarkets/Hypermarkets, Convenience stores, Specialty food stores, Online) - Forecast (2015 - 2020).

Description: Snacks are small amount of food consumed between regular meals. Snacks can be either packaged or homemade. Due to the changing lifestyles and wide availability of packaged foods, the preference for homemade snacks has been in decline across the world. Processed snacks are available in various forms, size, shapes, flavors which together represents the visual appearance and taste profile of the snacks. Apart from pricing, manufacturers try to differentiate their products based on these parameters.

Asia Pacific is one of the fastest growing markets along with Latin America mainly due to the rising snacking trend and increasing penetration of packaged foods in emerging economies of this region. APAC snacks market is estimated to witness strong growth in the coming years mainly due to the rising disposable income and expanding modern retail. These two factors have a large influence on snacking consumption and trends. The snacking preferences largely vary across the nations mainly due to the presence of wide variety of traditional snacks.

The report analyzes the market based on type of snack namely: Chips, Extruded Snacks, Nuts, Popcorn, Traditional snacks, others. The report provides detailed analysis on distribution landscape and potential of various distribution channels such as Supermarkets/Hypermarkets, Convenience stores, specialty food stores and online retail. Country specific trends and market dynamics are also covered in the report.

Some of the key players in the APAC sweet and salty snacks market include:

- Pepsi Co.
- Want Want Holdings Limited.
- Haldiram Foods International Ltd.

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