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.

Contents:
1. APAC: Macroeconomic Snapshot
2. APAC Sweet & Salty Snacks Market Overview
   2.1 Scope of the Study
   2.2 Definitions
3. Executive Summary
4. APAC Sweet & Salty Snacks: Market Landscape
   4.1 Market Share Analysis
      4.1.1 China
         4.1.1.1 Strong brand presence in the extruded snacks category puts Want Want in the leading position
      4.1.2 India
         4.1.2.1 Frito Lay held one-third of the market share with its brands Lays, Lehar and Kurkure
      4.1.3 Japan
4.1.4 Australia & New Zealand
4.1.4.1 Smith’s Snack Food Co Limited is the dominant player with wide product portfolio
4.1.5 Indonesia
4.1.6 Rest of the APAC
4.2 Competitive Developments
4.2.1 Companies are focusing on developing and launching various vegetable snacks
4.3 Consumer Insights
4.3.1 Changing lifestyles and increasing preference for packaged foods affects the snacking consumption
4.3.2 Consumers give more preference to taste and convenience of buying
5. APAC Sweet & Salty Snacks Market: By Type
5.1 Chips
5.1.1 Potato Chips
5.1.2 Corn/Tortilla Chips
5.1.3 Tomato
5.1.4 Meat
5.1.4.1 Shrimp flavored chips are gaining popularity in Japan
5.1.5 Others
5.2 Extruded Snacks
5.2.1 Highly penetrated segment in China
5.3 Nuts
5.3.1 Recorded fastest growth in the recent years
5.4 Popcorn
5.5 Traditional snacks
5.5.1 High consumption and availability in India
5.6 Others
6. APAC Sweet & Salty Snacks Market: By Distribution Channel
6.1 Supermarkets/Hypermarkets
6.1.1 Brisk growth in the coming years with expanding retail chains in emerging economies
6.2 Convenience Stores
6.2.1 Highly potential channel in emerging South East Asian countries
6.3 Specialty Food stores
6.4 Online Retail

6.5 Others

7. APAC Sweet & Salty Snacks Market: By Country

7.1 China

7.1.1 Traditional rice based snacks dominate the market

7.2 India

7.2.1 Rapidly growing market with rising packaged food consumption

7.3 Japan

7.3.1 Consumer awareness on natural and organic snacks on rise

7.4 Australia & New Zealand

7.4.1 Increasing demand for low-caloric and high-nutrient snacks

7.5 Indonesia

7.5.1 Expected to witness strong growth with rising disposable income

7.6 Rest of the APAC

7.6.1 Rapidly changing lifestyles and rising urbanization spurs the demand for snacks

8. APAC Sweet & Salty Snacks Market: By Companies

8.1 Pepsi Co

8.2 Kellogg Company

8.3 The Smith's Snackfood Co Limited

8.4 Calbee Foods Co Ltd

8.5 Nong Shim Co

8.6 Want Want Holdings Limited

8.7 Haldiram Foods International Ltd

8.8 KS Sulemanji Esmailji Pvt Ltd

8.9 Garudafood Group

8.10 Liwayway Food Industry Co Ltd

9. Appendix

9.1 Abbreviations

9.2 Sources

9.3 Research Methodology

9.4 Disclaimer
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