
Description: Sweet and savory snacks are food items that have pleasant smell, taste and flavours. Savory snacks are usually considered salty and spicy flavoured items. Sweet snacks comprise of products such as confectionery, cakes, ice cream, sweet biscuits and pastries. Chips/crisps, Tortilla and corn chips are the major types of sweet and savory snacks consumed in the market. Asia Pacific and Latin America are the fastest growing geography for sweet and savory snacks.

This report examines the global sweet and savory snacks market and provides information regarding the revenue (USD Million) and volume (Kilo Tons) for the period 2014 to 2021. It further elaborates the market drivers which contribute to the growth. It then describes the restraints that are faced by the market. The market is classified into various segments with deep analysis of each segment for the study period.

Drivers:
- Changing lifestyle and increased habits of munching
- Rising demand for nutritious snacks

Restraints:
- Rising concern of healthy foods
- Rising cost of raw materials
- Competition form substitutes

Report includes a detailed analysis on value chain in order to provide a holistic view of the sweet and savory snacks market. Value chain analysis comprises detailed evaluation of the roles of various players involved in the sweet and savory snacks industry, from raw material suppliers to end-users.

Sweet and savory snacks market attractiveness analysis has been included in order to analyze the application segments that are estimated to be lucrative during the forecast period on the basis of their market size and growth rate. Attractiveness of the market has been derived from market size, profit margin, growth rate, availability of raw materials, competition, and other factors such as social and legal constraints.

The sweet and savory snacks market has further been segmented based on type such as chips/crisps and tortilla and corn chips, extruded snacks, fruit snacks, nuts, pretzels and others. The study provides forecast and estimates market for each type in terms of revenue and volume during the forecast period from 2015 to 2021. Each type has been further analyzed based on regional and country levels from 2014 to 2021 in terms of volume and revenue.

In terms of geography, the sweet and savory snacks market has been segmented into regions such as North America, Europe, Asia Pacific, Latin America, and Rest of the World (RoW). The study provides a detailed view of country-level aspects of the market on the basis of application segments and estimates the market in terms of revenue and volume during the forecast period.

The report also offers a competitive landscape of the overall market with company profiles of players such as Cape Cod Potato Chips, Diamond Foods, Frito Lay, Golden Wonder, Kellogg Company, Kraft Foods Group, Inc., PepsiCo, Pringles, Procter & Gamble, Snyder’s-Lance and The Hain Celestial Group. A detailed description of the each company has been included and includes information in terms of headquarters, inception, stock listing, upcoming capacities, key mergers & acquisitions, financial overview, and recent developments provides a thorough idea about the competitive positioning of market players. The report also provides sweet and savory snacks market's mergers/acquisitions, partnerships, collaborations, new product lunches, new product developments and other industry developments.

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