Snack Pellets Market by Type (Potato, Corn, Rice, Tapioca, Multigrain), Form (Laminated, Tridimensional, Die-face, Gelatinized), Equipment (Twin Screw Extruder, Single Screw Extruder), & by Region - Global Forecasts to 2020

Description:
Snack food manufacturers have witnessed tremendous growth in the processed food industry in the last five years. This has considerably affected the snack pellets industry and an upsurge was recorded in this industry. New technologies have initiated the emergence of innovative products derived from cereals and lentils. Developing countries present a viable market for manufacturers, as these regions are emerging as potential markets with the availability of raw materials. The rise in the disposable incomes of the growing middle-class population in developing countries is also creating a demand for a broader range of products. This report provides a complete analysis of the key types of snack pellets, key companies and a chronology of developments with respect to new products, investments, agreements, and acquisitions. It also analyzes the market dynamics and highlights key market drivers, restraints, and opportunities for the key regions of the world.

Leading players such as Intersnack Group GmbH & Co. KG (Germany), Leng-d’Or S.A. (Spain), Limagrain Cereales Ingredients (France), Grupo Industrial Michel (Mexico), J.R. Short Milling Company (U.S.), LIVEN S.A. (Spain), Quality Pellets A/S (Denmark), Dalmaza Food Industries Company (Saudi Arabia), Pasta Foods Ltd (U.K.), and Balance Foods, Inc. (U.S.) dominates the market. New technologies have initiated the emergence of innovative products that could help in cost reduction. To maintain a competitive edge in the snack pellets market, the key players were observed to prefer investments and expansions as strategies to expand into new and untapped markets, building a new customer base for long-term client relationships, and acquiring local players of the industry. This has not only enabled key players to expand their geographical reach, but has also reinforced their market position by gaining a larger share in terms of revenue and product portfolios. Small-scale players also adopted this strategy to expand their businesses globally by investing in the establishment of manufacturing facilities and technical service centers in various regions.

The size of the global market for snack pellets was USD 5.53 billion in 2014. It is projected to grow at competitive CAGRs of 6.0% and 5.2%, in terms of value and volume respectively, from 2015 to 2020. Europe led the market for snack pellets in 2014, in terms of value and volume, owing to substantial growth in the snack food industry and high consumption of extruded snacks. The markets in the Asia-Pacific region are estimated to grow at a competitive rate.

Contents:
1 Introduction
1.1 Objectives Of The Study
1.2 Market Definition
1.3 Study Scope
1.4 Currency
1.5 Unit
1.6 Limitations
1.7 Stakeholders

2 Research Methodology
2.1 Research Data
2.1.1 Secondary Data
2.1.1.1 Key Data From Secondary Sources
2.1.2 Primary Data
2.1.2.1 Key Data From Primary Sources
2.1.2.2 Key Industry Insights
2.1.2.2.1 Breakdown Of Primaries, By Company Type, Designation & Region
2.2 Factor Analysis
2.2.1 Introduction
2.2.2 Overview Of The Parent Industry
2.2.2.1 Key Segments In The Food Sector
2.2.3 Demand-Side Analysis
2.2.3.1 Rising Population
2.2.3.1.1 Increase In Middle-Class Population, 2009–2030
2.2.3.2 Developing Economies, Gdp (Purchasing Power Parity), 2014
2.2.4 Supply-Side Analysis
2.2.4.1 Research & Development
2.3 Market Size Estimation
2.4 Market Breakdown & Data Triangulation
2.5 Research Assumptions & Limitations
2.5.1 Assumptions
2.5.2 Limitations Of The Research Study

3 Executive Summary
3.1 Overview
3.2 Snack Pellets

4 Premium Insights
4.1 Attractive Opportunities In The Snack Pellets Market
4.2 Snack Pellets Market, By Form
4.3 Overview Of The Snack Pellets Market In The Asia-Pacific Region
4.4 India Is Projected To Be The Fastest-Growing Market
4.5 Snack Pellets Market, By Type
4.6 Snack Pellets Market: Developed Vs. Emerging Markets
4.7 Potato-Based Pellets Accounted For The Largest Share In The Snack Pellets Market In 2014
4.8 Snack Pellets Market Life Cycle Analysis, By Region

5 Market Overview
5.1 Introduction
5.2 Market Segmentation
5.3 Market Dynamics
5.3.1 Drivers
5.3.1.1 Changing Lifestyle Inducing The Need For Processed Food Products
5.3.1.2 Advancement In Manufacturing Processes & Technologies
5.3.1.3 Focus On Marketing Schemes And Knowledge Extension Programs
5.3.1.4 Low Capital Investment For Expansion
5.3.2 Restraints
5.3.2.1 Volatility Of Raw Material And Energy Costs
5.3.2.2 High Acrylamide Content In Snack Foods
5.3.3 Opportunities
5.3.3.1 New Product Development
5.3.3.2 Expansion Of Production Facilities In Newer Markets
5.3.3.3 Investments To Expand Business Operations
5.3.4 Challenges
5.3.4.1 Lack Of Transport Infrastructure Support In Emerging Markets

6 Industry Trends
6.1 Introduction
6.2 Supply Chain Analysis
6.3 Porter’S Five Forces Analysis
6.3.1 Threat Of New Entrants
6.3.2 Threat Of Substitutes
6.3.3 Bargaining Power Of Suppliers
6.3.4 Bargaining Power Of Buyers
6.3.5 Intensity Of Competitive Rivalry
6.4 Regulations

7 Snack Pellets Market, By Type
7.1 Introduction
7.2 Potato-Based Snack Pellets
7.3 Corn-Based Snack Pellets
7.4 Rice-Based Snack Pellets
7.5 Tapioca-Based Snack Pellets
7.6 Multigrain Snack Pellets
7.7 Other Snack Pellets

8 Snack Pellets Market, By Form
8.1 Introduction
8.2 Laminated
8.3 Tridimensional
8.4 Die-Face
8.5 Gelatinized

9 Snack Pellets Market, By Equipment
9.1 Introduction
9.1.1 Single-Screw Extruder
9.1.2 Twin-Screw Extruder

10 Snack Pellets Market, By Region
10.1 Introduction
10.2 Pest Analysis
10.2.1 Political/Legal Factors
10.2.1.1 Government Regulations
10.2.2 Economic Factors
10.2.2.1 Fluctuating Raw Material Prices
10.2.2.2 Rising Middle-Class Population With High Disposable Income
10.2.3 Social Factors
10.2.3.1 Human Health Concerns
10.2.4 Technological Factors
10.2.4.1 R&D Initiatives
10.3 North America
10.3.1 U.S.
10.3.2 Canada
10.3.3 Mexico
10.4 Europe
10.4.1 U.K.
10.4.2 Italy
10.4.3 France
10.4.4 Germany
10.4.5 Poland
10.4.6 Spain
10.4.7 Rest Of Europe
10.5 Asia-Pacific
10.5.1 India
10.5.2 Indonesia
10.5.3 China
10.5.4 Pakistan
10.5.5 Taiwan
10.5.6 The Philippines
10.5.7 Japan
10.5.8 Rest Of Asia-Pacific
10.6 Latin America
10.6.1 Brazil
10.6.2 Rest Of Latin America
10.7 Africa
10.7.1 South Africa
10.7.2 Rest Of Africa
10.8 Rest Of The World (Row)

11 Competitive Landscape
11.1 Overview
11.2 Competitive Situations & Trends
11.2.1 Investments & Expansions
11.2.2 New Product Developments
11.2.3 Agreements & Partnerships
11.2.4 Acquisitions

12 Company Profiles (Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)*
12.1 Introduction
12.2 Intersnack Group GmbH & Co. Kg
12.3 Limagrain Cereales Ingredients
12.4 Liven S.A.
12.5 Grupo Industrial Michel
12.6 Leng-D’or S.A.
12.7 Balance Foods, Inc.
12.8 J.R. Short Milling Company
12.9 Pasta Foods Ltd.
12.10 Dalmaza Food Industries Co.
12.11 Quality Pellets A/S

*Details On Company At A Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments Might Not Be Captured In Case Of Unlisted Companies.

13 Appendix
13.1 Discussion Guide
13.2 Introducing Rt: Real-Time Market Intelligence
13.3 Available Customizations
13.4 Related Reports

List of Tables
Table 1 Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 2 Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 3 Potato-Based Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 4 Potato-Based Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 5 Corn-Based Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 6 Corn-Based Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 7 Rice-Based Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 8 Rice-Based Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 9 Tapioca-Based Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 10 Tapioca-Based Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 11 Multigrain Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 12 Multigrain Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 13 Other Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 14 Other Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 15 Snack Pellets Market Size, By Form, 2013–2020 (USD Million)
Table 16 Snack Pellets Market Size, By Form, 2013–2020 (KT)
Table 17 Snack Pellets Market Size, By Equipment, 2013–2020 (USD Million)
Table 18 Snack Pellets Market Size, By Equipment, 2013–2020 (KT)
Table 19 Snack Pellets Market Size, By Region, 2013–2020 (USD Million)
Table 20 Snack Pellets Market Size, By Region, 2013–2020 (KT)
Table 21 North America: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 22 North America: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 23 North America: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 24 North America: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 25 U.S.: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 26 U.S.: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 27 Canada: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 28 Canada: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 29 Mexico: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 30 Mexico: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 31 Europe: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 32 Europe: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 33 Europe: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 34 Europe: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 35 U.K.: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 36 U.K. : Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 37 Italy: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 38 Italy: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 39 France: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 40 France: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 41 Germany: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 42 Germany: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 43 Poland: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 44 Poland: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 45 Spain: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 46 Spain: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 47 Rest of Europe: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 48 Rest of Europe: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 49 Asia-Pacific: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 50 Asia-Pacific: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 51 Asia-Pacific: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 52 Asia-Pacific: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 53 India: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 54 India: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 55 Indonesia: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 56 Indonesia: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 57 China: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 58 China: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 59 Pakistan: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 60 Pakistan: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 61 Taiwan: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 62 Taiwan: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 63 The Philippines: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 64 The Philippines: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 65 Japan: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 66 Japan: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 67 Rest of Asia-Pacific: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 68 Rest of Asia-Pacific: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 69 Latin America: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 70 Latin America: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 71 Latin America: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 72 Latin America: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 73 Brazil: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 74 Brazil: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 75 Rest of Latin America: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 76 Rest of Latin America: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 77 Africa: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 78 Africa: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 79 Africa: Snack Pellets Market Size, By Country, 2013–2020 (USD Million)
Table 80 Africa: Snack Pellets Market Size, By Country, 2013–2020 (KT)
Table 81 South Africa: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 82 South Africa: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 83 Rest of Africa: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 84 Rest of Africa: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 85 RoW: Snack Pellets Market Size, By Type, 2013–2020 (USD Million)
Table 86 RoW: Snack Pellets Market Size, By Type, 2013–2020 (KT)
Table 87 Investments & Expansions, 2010–2015
Table 88 New Product Developments, 2011–2013
Table 89 Agreements, 2012–2014
Table 90 Acquisitions, 2014

List of Figures
Figure 1 Snack Pellets Market
Figure 2 Years Considered for the Report
Figure 3 Die-Face Pellets is Projected to Grow at the Highest Rate From 2015-2020
Figure 4 Snack Pellets Market: Research Design
Figure 5 Snacks & Savory Segment Accounted for A Share of 28% in the Food Sector in 2014
Figure 6 Impact of Key Factors Influencing the Parent Industry
Figure 7 Global Population is Projected to Reach ~9.5 Billion By 2050
Figure 8 Market Size Estimation Methodology: Bottom-Up Approach
Figure 9 Market Size Estimation Methodology: Top-Down Approach
Figure 10 Data Triangulation Methodology
Figure 11 Limitations of the Research Study
Figure 12 Snack Pellets Market Snapshot (2015 vs 2020): Market for Corn-Based Snack Pellets is Projected to Grow at the Highest CAGR
Figure 13 The Market for Twin Screw Extruder is Estimated to Dominate the Snack Pellets Market During the Forecast Period
Figure 14 Europe is Projected to Be the Fastest-Growing Region for the Snack Pellets Market From 2015 to 2020
Figure 15 Key Market Players Adopted Investments & Expansions as the Key Strategy From 2011 to 2015
Figure 16 Emerging Economies Offer Attractive Opportunities in the Snack Pellets Market
Figure 17 Die-Face Form to Grow at the Highest CAGR
Figure 18 Potato-Based Snack Pellets Accounted for the Largest Share in the Emerging Asia-Pacific Market in 2014
Figure 19 India is Projected to Be the Fastest-Growing Country-Level Market for Snack Pellets
Figure 20 Europe Dominated the Snack Pellets Market in 2014
Figure 21 An Emerging Market of India to Grow at A Higher CAGR Than the Developed Markets
Figure 22 Potato-Based Segment Was the Largest Market in 2014
Figure 23 Snack Pellets Market in Asia-Pacific is Experiencing High Growth
Figure 24 Snack Pellets Market Segmentation
Figure 25 Changing Life Style Lead to Increase in Consumption of R.T.E Products
Figure 26 Raw Material Suppliers are the Vital Component of the Supply Chain
Figure 27 Porter's Five Forces Analysis
Figure 28 Snack Pellets Market Size, By Type, 2015 vs 2020
Figure 29 Corn-Based Snack Pellets Market, 2015 vs 2020
Figure 30 Snack Pellets Market Size, By Form, 2015 vs 2020
Figure 31 Snack Pellets Market Size, By Equipment, 2015 vs 2020
Figure 32 Regional Snapshot (2014): the Markets in Europe & Asia-Pacific are Emerging as New Hot Spots
Figure 33 North American Snack Pellets Market Snapshot: the U.S. is Projected to Be the Global Leader Between 2015 & 2020
Figure 34 The U.S. Led the Market for Snack Pellets in 2014
Figure 35 European Snack Pellets Market Snapshot: U.K. Market Projected to Witness High Growth & Increased Demand
Figure 36 Asia-Pacific Snack Pellets Market Snapshot: India is Projected to Be the Fastest Growing Market By 2020
Figure 37 Latin American Snack Pellets Market Snapshot: Brazil the Most Prominent Market
Figure 38 Africa Snack Pellets Market Snapshot: South Africa is the Most Lucrative Market
Figure 39 Key Companies Preferred Organic Growth Strategies From 2010 to 2015
Figure 40 Annual Developments in the Snack Pellets Products Market, 2010–2015
Figure 41 Intersnack Group GmbH & Co. Kg: SWOT Analysis
Figure 42 Limagrain Cereales Ingredients: SWOT Analysis
Figure 43 Liven S.A.: SWOT Analysis
Figure 44 Grupo Industrial Michel: SWOT Analysis
Figure 45 Leng-D'or S.A.: SWOT Analysis

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