Global Snack Pellets Market - Growth, Trends and Forecasts (2016 - 2021)

Description: The global snack pellets market was valued at USD 5.53 billion in 2014. Europe dominates the global market with more than one-third of the market share. Liven, one of the key vendors of snack pellets in Europe, has a turnover of about USD 56 million. The global snack pellets market is expected to grow at a CAGR of 6.2% over the forecast period.

Global Snack Pellets Market Dynamics

The increasing demand for convenience foods, rise in health consciousness among people, the demand of food products with low energy, saturated fats and salt and minimal investment requirements, drive the snack pellets market. Availability of substitute products and the rise in prices of raw materials in under-developed regions are the restraints to this market. The mounting demand from the European Union provides opportunities for vendors to be innovative in their products.

Global Snack Pellets Market Segmentation

The market has been segmented on the basis of product type into potato, corn, rice, tapioca, multi-grain and others. The potato snack pellets segment dominates the global market. On the basis of form, the market is segmented into laminated, tridimensional, die-face and gelatinized. The market is further segmented on the basis of the distribution channel where supermarkets/hypermarkets dominate the global scenario.

The European Union dominates the global market with the largest share due to an increasing demand for savory snacks in the region. Most of the companies have expanded their manufacturing facilities to the Asia-Pacific region. The global market is impacted by the extensive production and export of snack pellet products from the Asia-Pacific region, especially, China and Japan to the developed economies in North America and Europe. The market is expected to grow rapidly in the Asia-Pacific due to a rise in disposable incomes and urbanization.

Key Players in the Global Snack Pellets Market

The global market for snack pellets is highly competitive. The vendors compete for innovation, pricing, and distribution. A lot of money is being invested by companies in R&D to improve their products so as to satisfy the customer's demand. Some of the major players in the market include:

Intersnack Group GmBH & Co. KG
J.R. Short Milling Company
Quality Pellets A/S
Balance Foods Inc.
Dalmaza Food Industries Co.
Grupo Industrial Michel

Key Deliverables in the Study

Market analysis for the Global snack pellets market, with region specific assessments and competition analysis on the global and regional scale.

Market definition along with the identification of key drivers and restraints.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their
market share.

Identification and analysis of the macro and micro factors that affect the market on both global and regional scales.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.

Insights on the major countries/regions where this industry is growing and identifying the regions which are still untapped.

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