Snack Food Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Dairy, Snacks & Confectionery (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/snack-food-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 292.01 billion
Projected Forecast (2031)	USD 292.01 billion
Growth Rate (CAGR)	4.20 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Snack Food industry](images/chart_2.png)

![Snack Food Market Size](images/chart_3.png)

![Snack Food Market Share by Product Type, 2025](images/chart_4.png)

![Snack Food Market Share by Packaging Type, 2025](images/chart_5.png)

![Snack Food Market Growth Rate by Region](images/chart_6.png)

![Snack Food Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period

|

2021 - 2031
|

Market Size (2026)
|

USD 292.01 Billion
|

Market Size (2031)
|

USD 358.58 Billion
|

Growth Rate (2026 - 2031)
|

4.20 %
|

Fastest Growing Market
|

Middle East and Africa
|

Largest Market
|

Asia-Pacific
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Snack Food Market Analysis by Mordor Intelligence

The snack foods market size in 2026 is estimated at USD 292.01 billion, growing from 2025 value of USD 280.24 billion with 2031 projections showing USD 358.58 billion, growing at 4.2% CAGR over 2026-2031. Convenience continues to be a significant driver of demand, with 92% of adults reporting at least one snacking occ asion within a 24-hour period. This underscores the increasing consumer preference for accessible and ready-to-eat options that fit into their busy lifestyles. Digital commerce, combined with quick-commerce fulfillment models, is transforming route-to-market strategies by enabling faster delivery, expanding brand visibility, and leveraging data-driven personalization to meet diverse consumer needs effectively. At the same time, regulatory and sustainability agendas are gaining momentum. Key initiatives, such as HFSS advertising restrictions aimed at curbing the promotion of high-fat, salt, and sugar products, and extended-producer-responsibility mandates focusing on sustainable waste management, are driving investments toward the development of healthier product formulations and innovative, low-impact packaging solutions[1]Source: United Kingdom Government, "Restricting advertising of less healthy food or drink on TV and online: products in scope", gov.uk. These shifts reflect the growing alignment of industry practices with consumer expectations and regulatory requirements.

Key Report Takeaways

* By product type, savory snacks led with 32.39% market share in 2025, whereas meat snacks are poised to post a 6.59% CAGR through 2031.

* By ingredient type, conventional recipes held 63.02% share in 2025, while organic / clean-label lines are projected to record a 5.27% CAGR over 2026–2031.

* By distribution channel, supermarkets/hypermarkets captured 34.21% of the 2025 base, and online retail is projected to register a 5.55% CAGR through 2031.

* By packaging type, bags/pouches commanded 41.55% share in 2025, and cans are forecast to log 4.58% CAGR as brands pursue circular-ready formats.

* By geography, Asia-Pacific contributed 31.42% of global sales in 2025 and Middle East and Africa is anticipated to be the fastest climber at 4.78% CAGR to 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Snack Food Market*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Rising demand for convenient foods

|

+1.2%

|

Global with peak effect in North America and Asia-Pacific

|

Medium term (2–4 years)

|

Growing demand for fortified and functional snacks

|

+0.9%

|

North America and Europe expanding into Asia-Pacific

|

Long term (≥ 4 years)

|

Expansion of snackification as meal replacements

|

+0.8%

|

Urban centers worldwide

|

Medium term (2–4 years)

|

Growing penetration of e-commerce and quick-commerce

|

+0.7%

|

Global with rapid momentum in Asia-Pacific and Middle East

|

Short term (≤ 2 years)

|

Upcycling food waste into value-added snacks

|

+0.4%
|

North America and Europe and emerging in Asia-Pacific
|

Long term (≥ 4 years)
|

Flavor forward localization

|

+0.3%

|

Global with regional flavor nuances

|

Medium term (2–4 years)

|

Source: Mordor Intelligence
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Competitive Landscape

Competitive Landscape

The global snack foods market witnesses competition between established multinationals and agile disruptors, resulting in a moderately concentrated market. Giants like PepsiCo, Mondelez, Nestlé, and the recently merged Mars-Kellanova entity boast diverse portfolios, harnessing global reach for efficient procurement and advertising. A case in point: PepsiCo’s robotics-driven plants showcase the potential of manufacturing digitization to minimize downtime and cut indirect costs.

Merger and Acquisition strategies dominate as key players seek to bridge portfolio gaps. In February 2025, Mars bolstered its portfolio by integrating Kellanova’s savory assets, gaining ground in Pringles and Cheez-It, and fortifying its stance against salty-snack competitors. Meanwhile, Flowers Foods acquired Simple Mills to enhance its clean-label image, and UpSnack Brands brought Pipcorn and Spudsy into the fold, pushing the envelope on upcycled innovation. Emerging brands are leveraging direct-to-consumer strategies and social media narratives to clinch shelf space, particularly in the realms of functional protein bites and gut-health products.

Sustainability in packaging has emerged as a pivotal focus. Amcor, in collaboration with select brand partners, introduced recycle-ready laminates that align with retailer standards. Simultaneously, Kind Snacks tested curbside-recyclable paper wraps, achieving an impressive 93% shopper purchase intent. By outsourcing to specialized co-packers like Tandem Foods, brand owners can redirect funds from fixed plant assets to research and development and consumer engagement.

Snack Food Industry Leaders

*

General Mills Inc.

*

PepsiCo Inc.

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Nestle SA

*

Mondelez International

*

The Kellogg Company

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this study, the snack food market covers packaged foods that are commonly eaten between meals and purchased through retail and foodservice channels, counted in value terms at the point of sale in each covered geography.

Scope exclusions: We exclude non-food items and services, and we also exclude any double counting between ingredients, intermediate processing, and finished snack products.

Segmentation Container

* By Product Type
  * Frozen Snacks
  * Savoury Snacks
  * Fruit Snacks
  * Confectionery Snacks
  * Bakery Snacks
  * Meat Snacks

*
Others

*
By Ingredient Type

*
Conventional

*
Organic/Clean-Label

*
By Packaging Type

*
Bags/Pouches

*
Cans

*
Others

*
By Distribution Channel

*
Supermarkets/Hypermarkets

*
Convenience Stores

*
Online Retail Stores

*
Other Distribution Channels

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
Europe

*
Germany

*
United Kingdom

*
France

*
Italy

*
Spain

*
Russia

*
Netherlands

*
Belgium

*
Sweden

*

Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*
South Korea

*
Australia

*

Indonesia

*
Rest of Asia-Pacific

*
South America

*
Brazil

*
Argentina

*
Colombia

*
Rest of South America

*
Middle East and Africa

*
Saudi Arabia

*
United Arab Emirates

*
Turkey

*
South Africa

*
Rest of Middle East and Africa

Frequently Asked Questions

How large is the snack foods market in 2026?

The snack foods market size reached USD 292.01 billion in 2026.

What is the expected growth rate through 2031?

The sector is forecast to log a 4.20% CAGR over 2026–2031.

Which region generates the most snack sales?

Asia-Pacific held the largest share at 31.42% of 2025 global revenue.

Which product type is growing the fastest?

Meat snacks are projected to expand at a 6.59% CAGR to 2031.

How are sustainability regulations affecting packaging?

Extended-producer-responsibility rules are accelerating the shift toward recycle-ready films and higher recycled-content formats.