



# Global Healthy Snacks Market Outlook: Trends, Forecasts, and Opportunities to 2029



Meticulous Research® has published an in-depth report titled '[Healthy Snacks Market](#)' by Type (Cereal & Granola Bars, Nuts, Meat, Biscuits, Cookies), Product Claim (Gluten-Free, Low-Fat), Packaging Type (Wraps, Boxes), Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores) – Global Forecast to 2029. The report predicts that the global healthy snacks market will grow to \$152.08 billion by 2029, with a compound annual growth rate (CAGR) of 6.5% from 2022 to 2029.

This projected growth is driven by a rise in consumer health consciousness, a growing demand for functional foods, and a shift towards convenient snacking options. Key growth regions include Latin America, Asia, and the Middle East & Africa, especially with the expansion of online retail.

Challenges include the higher cost of healthy snacks relative to conventional options and fluctuations in raw material prices, which may impact manufacturers.

The report segments the market by type, product claim, packaging type, distribution channel, and geography, with detailed analyses of competitive dynamics and market conditions at the country level.

Product types include cereal & granola bars, nuts & seeds, dried fruits, meat snacks, biscuits & cookies, trail mix snacks, and other healthy snacks. The cereal & granola bars segment was the largest in 2022, due to rising consumption of healthy packaged foods and changes in dietary patterns. The meat snacks segment is anticipated to grow significantly due to increased global meat consumption and demand for protein-rich snacks.

In terms of product claims, the market is divided into gluten-free, low-fat, sugar-free, and other claims. The gluten-free segment led the market in 2022, driven by increasing cases of celiac disease and growing consumer demand for gluten-free products. This segment is expected to continue expanding due to rising awareness of gluten-related health issues.

Packaging types include wraps, pouches, boxes, and other formats. Wraps were the leading segment in 2022 due to their convenience and effectiveness in maintaining food freshness. The boxes segment is expected to grow, driven by cost benefits and the rise of e-commerce.

Distribution channels include supermarkets & hypermarkets, convenience stores, specialty stores, online channels, and others. Supermarkets & hypermarkets held the largest share in 2022, driven by their extensive reach and product assortment. Online channels are projected to grow rapidly, driven by increased demand for convenience and personalized shopping experiences.

Geographically, North America led the market in 2022, thanks to a well-established food industry, high health consciousness, and a high prevalence of celiac disease. The U.S. is the largest market in North America, driven by changing consumer habits towards healthier snacking options.

### Key Players

The key players operating in the healthy snacks market include General Mills, Inc. (U.S.), Mondelez International, Inc. (U.S.), Nestlé S.A. (Switzerland), Unilever PLC (U.K.), Kellogg Company (U.S.), Tyson Foods, Inc. (U.S.), The Hain Celestial Group, Inc. (U.S.), Hormel Foods Corporation (U.S.), B&G Foods, Inc. (U.S.), Del Monte Foods Inc. (U.S.), PepsiCo, Inc. (U.S.), KIND LLC (U.S.), Danone S.A. (France), and Select Harvests Limited (Australia).

**Download PDF Brochure @ [https://www.meticulousresearch.com/download-sample-report/cp\\_id=5392](https://www.meticulousresearch.com/download-sample-report/cp_id=5392)**

### Key Questions Answered in the Report:

- Which are the high-growth market segments in terms of type, product claim, packaging type, distribution channel, and geography?
- What is the historical market size for healthy snacks across the globe?
- What are the market forecasts and estimates for the period 2022–2029?
- What are the major drivers, restraints, opportunities, and challenges in the healthy snacks market?
- Who are the major players in the market, and what are their market shares?
- Who are the major players in various countries, and what are their market shares?
- How is the competitive landscape for the healthy snacks market?
- What are the recent developments in the healthy snacks market?
- What are the different strategies adopted by the major players in the market?
- What are the key geographic trends, and which are the high-growth countries?
- Who are the local emerging players in the healthy snacks market, and how do they compete with other players?

### Contact Us:

Meticulous Research®

Email- [sales@meticulousresearch.com](mailto:sales@meticulousresearch.com)

Contact Sales- +1-646-781-8004

Connect with us on LinkedIn- <https://www.linkedin.com/company/meticulous-research>