



**Euromonitor
International**

Competitor Strategies in Snacks

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COMPETITIVE LANDSCAPE

Perfetti ramps up innovation capacity to re-enter top 10, with remaining players holding rank

M&A and portfolio revisions are redefining industry dependence for snack players

Healthy demand for snacks continues to deliver growth to snacks players

Leading brands focus on emerging markets with localised offerings

PepsiCo, Unilever and General Mills experience increases in their active category shares

Most top 10 players achieve more than half of their total sales with their power brands

Expected stability in rankings, with potential changes for Unilever and Kellanova

KEY PROTAGONISTS

PepsiCo leads the snacks industry through localisation, diversification, and innovation

Mondelez's strategy involves innovation, nostalgia, mindful snacking and co-branding

Mars is set to strengthen its snack portfolio and global foodprint post-Kellanova acquisition

Nestlé boosts Kit Kat, drives the "value-up journey" and expands in emerging markets

Ferrero focuses on strategic acquisitions, investments, innovation and marketing activities

Unilever seeks profit and market share growth as it prepares to divest its ice cream business

Hershey focuses on core brands, strategic acquisitions and innovation

General Mills expands with innovative products, healthy brands and AI-driven efficiencies

Perfetti Van Melle's focus: Strategic acquisitions, innovation and fun retail concepts

KEY STRATEGIES

Companies strategically adjust portfolios through mergers, acquisitions and divestitures

Major snack brands drive growth in emerging markets through localisation...

...while unique local tastes spread globally through social media

Companies innovate with new flavours and textures to deliver fresh experiences

Snack leaders are partnering with other brands and creating viral trends on social media

Snacks industry leaders are expanding their portfolios to include healthier products

Leading brands are prioritising sustainability investments (eg the cocoa industry)

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