



Euromonitor
International

Where Consumers Shop for Snacks

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Executive summary

INDUSTRY SNAPSHOT

Global snacks sales see sustained value growth in 2024

Value expansion efforts boost savoury snacks while cocoa price hikes hit categories

Inflation and affordability challenges have altered snacks performance across markets

CHANNEL SHIFTS

E-commerce continues to gain share and discounters drive offline sales growth in 2024

E-commerce and discounters are winners of 2024 according to industry professionals

Savoury snacks leads snacks online sales fulfilling multiple eating occasions

STORE-BASED CHANNELS

Small and local grocers have outperformed supermarkets in shares in Asia Pacific in 2024

In China, snacks stores continue to open across the country despite industry slowdown

Discounters and warehouse clubs show strongest growth over the historic period

Supermarkets and hypermarkets invest in shopper experience to compete with discounters

Walmart and Schwarz maintain leading positions over the historic period

Boosted by price sensitivity, private label sales continue to grow in all snacks categories

Private label: A dominant force in Western Europe's snacks market

Price hikes and premium offers boost private label sales growth in Latin America

E-COMMERCE

Despite passing its peak growth phase, e-commerce snacks still hold untapped opportunities

North America and Asia Pacific lead e-commerce snacks with emerging regions expanding

The e-impulse dilemma remains a critical component to address for emerging markets

Online snacks sales growth slows despite expanded access and better deals

Koro disturbs traditional snacks offering in Europe with a direct-to-consumer platform

FUTURE DEVELOPMENTS

Snacks e-commerce will continue to grow but omnichannel strategy is key

Key takeaways

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