

MARKET REPORT



Snack Pellets Market - By Type (Potato, Rice, Multi grain, Tapioca, Others), By Forms (Laminated, Tri dimensional, Die face, Gelatinized, Others), By Equipment (Single-Screw Extruder, Twin-Screw Extruder), Geography-Forecast (2016-2021)

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Snack pellets are intermediary non-expanded snacks that are manufactured using extrusion process. The semi-finished products are converted into finished snacks after expansion, either by frying or hot air. Transformation of snack pellets using hot air is considered to be comparatively healthy as it avoids the use of excessive oil and formation of acryl amide that is common reason for heart diseases and some specific cancers. Snack pellets are preferred due to their longer shelf life, and high density that supplies storage, and economizes the cost of transportation.

Snack Pellets are available in wide range of ingredients such as potato, corn, rice and mixed grains. Snack pellets exist in various textures, from soft and crunchy to hard and crispy, depending on the method of processing. The Snack pellets market is estimated to grow with the increasing number of promotional schemes, knowledge extension programs related to raw materials, processing unit, and emerging trends and for healthy ready to eat snacks.

Snack pellets market is segmented on the basis of type, forms and equipment. On the basis of key types, the market is segmented as potato, corn, rice, tapioca, multi grain and others which includes cereal grains, legumes, and vegetables. On the basis of key forms, the market is segmented as laminated, tridimensional, die-face, gelatinized and others. The market by type of equipment is segmented into single screw and twin screw extruder. The snack pellets fortified with nutrients are relatively more expensive than ordinary snack pellets. Potato snack pellets are one of the widely utilized varieties in the European nations.

The size of the global market for snack pellets was \$XX billion in 2015. It is projected to grow at competitive CAGRs of XX% and XX%, in terms of value and volume respectively, from 2016 to 202. Europe led the market for snack pellets in 2015, in terms of value and volume, owing to substantial growth in the snack food industry and high consumption of extruded snacks. The markets in the Asia-Pacific region are estimated to grow at a competitive rate.

Increase in marketing schemes and increase in variety lead to rise of snack pellets market:

The growing marketing schemes such as concessions, promotions and bundle marketing among others and also the information exchange programs by manufacturers related to snack pellets, raw materials suppliers and distributors are the driving factors of the market. The increasing health awareness concerning consumption of food is also increasing the preference for healthy ingredient-based snack pellets among customers.

The snack pellets market is investing heavily in reformulating existing products and also in manufacturing and introducing completely new products, usually in combination with new frying and baking techniques resulting lowering the fat levels by nearly 70%. However, in many under-developed regions, the market is struggling with the rising prices of elementary raw materials such as cereals, lentils and tapioca. The global market is impacted by large-scale manufacturing and export of budget snack pellets products from the Asia-Pacific market and extensive consumption on high-end markets of the U.S and developed European markets.

Additional Details

Publisher :

Reference : FBR 0089

Number of Pages : 0

Report Format : PDF

Publisher Information :



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