



Euromonitor
International

Where Consumers Shop for Snacks

May 2026

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STATE OF THE INDUSTRY

Key findings

Value-driven shopping reshapes snack retail channel landscape

Snacks remain on the upside, but broad-scale global changes threaten growth

The top three global snacks markets show how demands vary across the globe

Snacks' region-category rank reshuffles amidst shifts in Turkish and Chinese snacking

Savoury snacks lead followed by strong consumer value preference for confectionery

North America and Asia Pacific lead e-commerce snack sales

OFFLINE RETAIL

Modern trade leads developed snack markets, while traditional leads emerging markets

Discounters' low prices lead to strong share gains in snacks globally

Grocery retailers outperform non-grocery retailers in snack shopping

Snack sales via non-grocery retail stores impacted by uneven foot traffic and spend

Price savings and in-store excitement remain key levers for grocery retailer growth

Leading supermarkets Kroger and Albertsons focus on flavourful shopping experiences

Convenience retailers impacted by fuel price-linked demand and financial hardship

RETAIL E-COMMERCE

E-commerce snacks continue a decade-plus period of double-digit growth

Cultural snacking boosts end of year snack spending habits

Eight markets reach over USD1 billion in e-commerce snack sales

Savoury snacks and Q4 confectionery sales drive e-commerce growth

Grocery retailers and marketplaces are consumers' go-to e-commerce snack sites

Amazon lands on top with Walmart as a close rival and TikTok Shop growing fast

Ceres' cultural snack variety and Dubai duplicates boost social commerce in the UK

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Evolution of snack retailing

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Euromonitor Passport E-Commerce: Coverage and methodology

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