

Unit –V

PASTA PRODUCTS

Problems in pretzel manufacture

The pretzel market is projected to register a CAGR of 2.7% over the next five years.

Pretzels are often considered a healthier snack alternative compared to some other salty snacks, making better-for-you strategies resonate with shoppers. The health-beneficial factor of the product is eventually dragging the focus of consumers toward this particular market. Because of urbanization, industrialization, and busy lifestyles, consumers are opting for quick on-the-go snacks to save time. Consumers prefer ready-to-eat products that are portable and easy to carry.

The rapid change in consumer tastes and preferences has resulted in a high reliance on convenient snacks such as pretzels. Besides this, with the expanding food industry, pretzels are increasingly being sold through numerous food service establishments and retail outlets. Online retailing has grown in the last few years due to convenience and product availability. Additionally, due to health problems like obesity and being overweight, consumers are opting for healthy snack options. The market players are entering the new market and launching new products according to consumer demand. For instance, in August 2021, Pecan Deluxe launched new pretzel pieces. The new crushed pretzel pieces are available in three variants: regular uncoated, milk chocolate coated, and barrier coated with cocoa butter.

Scope of the Report

Pretzel is a dough-based, baked bread food product, which is usually twisted knot shaped, crisp, and brittle in nature. The global pretzel market is segmented based on type and distribution channel. On the basis of product type, the market is segmented into salted and unsalted, and the distribution channel is segmented into hypermarkets/supermarkets, convenience stores, food specialty stores, online channels, and other distribution channels. The report also covered a detailed

geographical analysis, which includes North America, Europe, Asia-Pacific, South America, and Middle East & Africa. For each segment, the market sizing and forecasts have been done on the basis of value (in USD million).

Key Market Trends

Consumers Looking for Convenient Healthy Snack Options

The increasing popularity of snacks among the young population has boosted the necessity for healthy and convenient eating habits and is likely to drive the demand for pretzels. Problems like obesity and being overweight are on the rise among consumers. The World Obesity Atlas 2022, published by the World Obesity Federation, predicts that one billion people globally, including 1 in 5 women and 1 in 7 men, will be living with obesity by 2030. Thus, consumers are engaging with healthy foods to gain a healthier lifestyle. Pretzels are considered a healthier alternative due to the presence of healthier ingredients. For healthy snacking purposes and reduced use of artificial starch, ingredients such as tapioca, potato, sweet potato, wheat, and corn are used in the pretzel market based on the availability of raw materials. The increasing use of ingredients that absorb less oil is meeting the demand for healthier snacking and driving the global market studied. Growing demand from developing countries is also a factor boosting the global market.