



**Euromonitor
International**

Competitor Strategies in Snacks

January 2026

Table of Contents

INTRODUCTION

Scope

Key snacks market strategies

Key findings

COMPETITIVE LANDSCAPE

Ferrero and Nestlé swap rank, Mars to see Kellanova boost, and Lindt rises to top 10

Big M&A moves expected to consolidate and reshape the snacks industry's top ranks

Strategic industry actions and consumers' resilient value in snacks drives more growth

More purposeful actions are needed in a time when value scrutiny is elevated

Leading players lean into unique strategies to make their snacks share robust

Manufacturers boost brand investment and upbrand in view of affordability concerns

Some shake-up to the industry top 10 is expected for a number of players

TOP FIVE MARKET PLAYERS

PepsiCo's modernisation strategy spans across its branding, products, and marketing

PepsiCo advances cultural snacking and health and wellness strategy to maintain lead

Mondelez ranks second in overall snacking with a strong brand portfolio and footprint

The company's category focus, omnipresence, and pack strategy hold its strong share

Mars maintains its leading industry rank with potentially stronger play in the future...

...finding premium pockets and driving cultural and holistic snacking strategies

Ferrero continues to grow industry share, in part through strategic acquisitions

The company is also backing its biggest brands and markets with strong innovation

Nestlé's Kit Kat and self-named brand drive growth for the company

Nestlé is also increasing marketing spend and tightening its innovation funnel

INDUSTRY LEADER STRATEGIES

The Magnum Ice Cream Company, now as its own entity, set to push ice cream growth

Hershey's sweet and salty portfolio impacted by pricing, wellness, and shopper shifts

Kellanova and Lindt hold category leadership ranks – driving category growth

Lindt and General Mills act on the need for levelled-up productivity

APPENDIX

Projected company sales: FAQs

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-snacks/report.