

## Crackers - US - February 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Cracker sales have remained relatively flat hovering near \$7.7 billion since 2016. While the category's versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Sales of crackers are stale
- Snack space reaches new levels of competition
- Kids outpace adult cracker consumption

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## The Consumer – What You Need to Know

- Widespread cracker consumption
- Crackers are a family affair
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