

# Biscuits - UK - July 2009

Report Price: £1500 / \$3000 / €2250

## What is this report about?

This report assesses the performance of the biscuits market. Faced with the challenge of rising ingredients costs in 2008, sweet and non-sweet biscuits have grown by 11.7% and 16% respectively between 2007 and 2009 to take the overall UK retail market for biscuits to an estimated £2.1 billion.

## Key issues covered in the analysis

- Almost 14 million adults are loyal to branded savoury biscuit brands
- Chocolate remains the most popular flavour in the UK biscuits market, with 32.7 million consumers opting for half-coated biscuits eg. Chocolate Digestives
- Three-quarters of the UK population eat sweet biscuits, but only one in five always keep them at home. Five million do not eat any sweet biscuits
- Sweet biscuits are suffering from a healthy eating perspective: almost 16m sweet biscuit-eating adults have cut down on the number of sweet biscuits they eat for health reasons
- Manufacturers can better leverage the health benefits of savoury biscuits: 25 -34 year olds are most likely eating healthier snacks such as fruit, rather than sweet biscuits. However, they do not see savoury biscuits as a healthier alternative to sweet biscuits
- Savoury biscuits are seen as a low calorie/fat/salt option by almost 16m adults

## Scope of the report

This report covers sweet and non-sweet biscuits.



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