

## Healthy Snacking - UK - December 2011

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"That half of users find the health claims on healthy snack packaging to be confusing suggests potential for snacks to gain standout in the category through focusing on fewer, clearer and more tangible health messages. These claims could include those that feature most highly in the consumer research, like low-fat and low-calorie credentials."

– Alex Beckett, Senior Food Analyst

### In this report we answer the key questions:

- How can manufacturers entice more men to the healthy snack market?
- What impact have sweeping recipe reformulations had on consumers?
- What do consumers look for in a healthy snack?
- What impact has the economic downturn had on the healthy snacking market?

#### Definition

This report examines the UK retail market for healthy snacks. For the purpose of this report, Mintel has defined snacking as eating between meals, while the term healthy refers low/no/reduced calorie, low/no/reduced fat, low/no/reduced sugar, or low/no/reduced salt.

Under the definition of manufactured healthy snacks, Mintel has included the following categories: yogurt, cereal bars, bagged snacks, savoury biscuits, rice snacks, meat snacks and fruit snacks among others.

Sales through catering outlets are excluded from market size data.

Due to the fact that this report studies the snacking occasion, rather than a specific product category, it does not follow the standard format of other Market Intelligence reports.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2011 prices are devised using Mintel's food deflator.

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