

Biscuits, Cookies and Crackers - UK - April 2012

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"Another means of reviving the fortunes of the beleaguered healthier biscuit sector is by targeting the under-exploited healthy kids' biscuits market. A hefty six in ten users with children would like to see more healthy biscuits for children."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- To what extent is consumer dissatisfaction with healthier sweet biscuits restricting growth in the market?
- What impact is the aging population likely to have on the sweet biscuit market?
- What NPD areas offer the most potential in sweet biscuits?
- What opportunities do the 16-24s offer savoury biscuits and crackers?

This report covers sweet and non-sweet biscuits, cookies and crackers.

Excluded from this report are:

- Chocolate confectionery countlines not marketed as biscuits are excluded from this report (eg Kit Kat, Mars bars, Snickers).
- Cereal bars, rice cakes and breakfast snack bars are excluded, however, cereal bars which are positioned in the biscuit fixture as opposed to breakfast bars are referred to wherever relevant as some biscuit manufacturers consider them to be part of the market. Belvita biscuits are excluded.
- Savoury snacks, such as Quavers and Doritos, which are fried or extruded, and not baked as biscuits.
- Savoury biscuits that are sold within the crisps and snacks aisle, despite being oven-baked, are also excluded, for example Pretzels, Party Snacks, Twiglets and Mini Cheddars.
- Cracker and cheese or meat products that are packaged together, and sold in the chiller cabinet, are also excluded, for example Kraft Lunchables.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100