

Consumer Snacking - UK - December 2012

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“NPD that focuses on flavour innovation can offer brands stand out in the highly competitive snacking market with half of consumers who snack agreeing that they like to try more exciting flavours in snacks.”

– Amy Price, Senior Food & Drink Analyst

In this report we answer the key questions:

- How can the market continue to appeal to the health-conscious consumer?
- What factors can the market leverage to engage the growing older age groups?
- Are consumers willing to spend on snacks?
- How can the snacking market leverage interest in sharing/smaller formats?
- How can product innovation offer brands stand out?

Snacking is deeply ingrained in consumers’ habits, with eight in ten snacking on the go, nearly all snacking when at home/elsewhere (eg at work), the majority of consumers snacking at least daily at home and more than a fifth doing so when elsewhere (eg at work) or on the go. However, two key trends, the interest in health and pressure on household budgets, have curbed usage of snacks in recent years, putting pressure on manufacturers.

Usage is skewed towards groups that are poised to experience growth over 2012-17, namely the 25-34s and households with children, boding well for the future of the market. However, the ageing of the population, given older consumers’ low propensity to snack, poses a challenge to the market.

Continuing investment in NPD and above-the-line support from major players such as Mars and PepsiCo will play a key role in keeping the category front of mind with the consumer going forward, and maintaining engagement, with areas like flavour innovation and healthier variants offering routes for brands to explore.

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