

Crisps, Salty Snacks and Nuts - UK - January 2013

Report Price: £1750 | \$2834 | €2204

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"A substantial 41% of users aged over-65 agree that there are not enough unflavoured crisps compared with just 26% of users on average, suggesting the plain crisp offering should be expanded in stores beyond Walkers' 90-year-old Smiths Salt And Shake brand."

– Alex Beckett, Senior Food Analyst

In this report we answer the key questions:

- What points of difference can manufacturers explore to engage the growing over-65s population?
- How can manufacturers encourage demand for vegetable crisps?
- How is the crisps and salty snacks market responding to consumers' concern about health?
- What should be done to boost recognition of healthy popcorn?

The UK crisps, salty snacks and nuts market recorded a 31% increase in value sales between 2007 and 2012 to reach £2,955 million. However, the value growth was mainly fuelled by commodity inflation – especially within nuts. Volumes rose by just 2% over the period reflecting the maturity of the market and concerns over the healthiness of crisps, with these factors expected to continue to hamper the market also going forward.

However, consumer findings from this report outline tangible NPD opportunities for crisps to help rejuvenate usage and add value to the market, such as added health ingredients (eg high fibre) and hotter/spicier flavoured crisps. There is also widespread demand for unflavoured crisps, which are well placed to appeal to the ageing UK population.

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