

Biscuits, Cookies and Crackers - UK - March 2014

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“The majority of users want to see more on-the-go packs of savoury biscuits and crackers. Offering snack packs containing one or two servings and placing them next to other on-the-go snacks such as cereal or chocolate bars near supermarket tills should forge associations with on-the-go occasions.”

– Heidi Lanschützer, Food & Drink Analyst

This report looks at the following areas:

- Where do savoury biscuits and crackers need to focus their attentions?
- Would treat biscuits benefit from a permissible treat positioning?
- How can breakfast biscuits increase their appeal among older consumers?

Biscuits enjoy a long-established role as a cupboard staple among Brits. Some 92% eat sweet biscuits. Crackers are eaten by 77% of people and savoury biscuits by 73%, however, usage frequency lags considerably behind that of sweet biscuits. Product innovation remains vibrant, making this a dynamic and highly competitive market.

Meanwhile, cereal bars and breakfast biscuits are far less widely used. They are also consumed far less frequently, these more recent entrants to the market having gained most ground among the under-35s.

Sales of sweet and savoury biscuits and cereal bars/breakfast biscuits achieved growth of less than 3% over 2012-13, while volumes remained almost flat. This reflects the continuous pressure the market is facing from cost inflation, as well as NPD in added-value areas like health, convenience and premium ingredients.

Continuing investment in NPD and ongoing above-the-line advertising support from major players, such as United Biscuits, Mondelēz and Kellogg’s, will play a key role in fighting off the fierce competition from other treats and snacks markets and help keep the category front of mind among consumers.

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