

Chips, Popcorn, Nuts, and Dips - US - January 2014

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“The salty snacks category will continue to benefit from the anytime, anywhere snacking mentality. Changing product preferences, combined with shifting US demographics, will be top of mind for manufacturers. However, the real challenge will be addressing concerns about the nutritional content of snacks, while still allowing consumers the chance to indulge.”

– Amanda Topper, Food Analyst

This report looks at the following areas:

- What will be the impact of increased snacking occasions?
- Should manufacturers continue developing BFY snacks?
- How will changing US demographics impact the category?

The \$21.8 billion chips, popcorn, nuts, and dips category grew 28% from 2008-13. Americans continue to adopt a snacking culture, consuming snacks at any time and in any place. One in five consumers are buying more salty snacks and dips this year than last, including 35% who are snacking more instead of eating meals. While consumers remain concerned about the nutritional content of many snacks and place high importance on products with BFY (better-for-you) attributes, they still want to indulge and treat themselves. The chips, popcorn, nuts, and dips category is predicted to grow an additional 40% from 2013-18, reaching \$28.6 billion, at current prices.

Mintel here provides a comprehensive analysis of the following factors that have the greatest potential to impact the category's performance:

- How chips, popcorn, nuts, and dips have been performing in recent years, and how new product innovation (including foodservice) is impacting sales trends for the category as a whole and in each of its segments
- Rates of chips, popcorn, nuts, and dips household purchases
- Changes in purchases over the past year and reasons for those changes
- Important factors and attributes when buying chips, popcorn, nuts, and dips
- Motivations for purchasing chips, popcorn, nuts, and dips
- Consumer attitudes toward chips, popcorn, nuts, and dips
- Current product positioning and what marketing strategies make the most sense given the various target audiences that manufacturers are trying to connect with to maximize sales opportunities
- Which brands are gaining, which are losing, and why, within the market
- How factors such as increased snacking occasions and shifting US demographics are impacting the market as a whole

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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