

## Salty Snacks - Canada - February 2015

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“As consumers snack during many diverse occasions, manufacturers will be tasked with meeting their varying need states. While some consumers look for healthier salty snacks, others like to indulge on various varieties and flavours and prefer taste above all else.”  
- Andrew Zmijak, Consumer Behaviour and Social Media

### This report looks at the following areas:

- Balancing the need for taste with the stated desire for healthier options
- Mid-day is ground zero for salty snacks
- Divergent pricing strategies for salty snacks

With retail sales of snack foods to continue to grow at a steady pace in the coming years, the salty snack industry in Canada will remain a healthy environment with room for niche market products/brands to evolve and grow.

Consumers' routine purchase of many items in the salty snacks category, as well as the increased number of immigrants, the aging population and changing consumer preferences towards healthier products will help support the growth. Certain demographic groups prefer specific types of salty snacks, with age, household size, presence of children and household income shaping these consumer demands. Additionally, a faster pace of life for consumers will see an increased demand for on-the-go sized items with healthier options and re-sealable packaging in order to help meet the needs of the modern consumer.

The primary focus of this report will be based on the results of Mintel's exclusive consumer research and focuses on salty snack usage patterns, consumption occasions, consumer attitudes, attributes and associations with salty snacks. As well, trends/innovations and profiles of major salty snacks brands in the Canadian market are explored.

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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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