

Crisps, Savoury Snacks and Nuts - UK - January 2015

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“Strong consumer interest in new concepts such as savoury-flavoured cereals and meat-flavoured nuts should add interest to the savoury snacks market, whilst vegetable crisps would benefit from a more mainstream operator entering the market.”

– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- Baked snacks operators should explore new areas to reverse sales declines
- Gap in the market for a mainstream vegetable crisp brand
- Usage of nuts lags behind that of crisps

The crisps, nuts and savoury snacks market grew between 2013 and 2014, taking value to £3.5 billion. This was driven by trading up to premium products as well as inflation, albeit this was at lower levels than those seen in previous years. Volumes rose by a modest 1%, reflecting the maturity of the market as well as health concerns and some switching from crisps to popcorn.

Whilst consumer concerns over the relatively high salt and fat content of some products is a challenge facing operators, there is cause for optimism, not least because adspend is at healthy levels. Operators continue to develop ‘better-for-you’ snacks such as those high in protein or lower in salt, as they look to combat health concerns. Meanwhile, products such as popcorn and meat snacks are helping to support the market.

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