

## Crisps, Savoury Snacks and Nuts - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Despite the obesity crisis and the large swathes of the UK population trying to lose weight, UK adults have a rather relaxed attitude to crisps, with 82% agreeing that they are fine to eat as an occasional treat and more than six in ten eating them once a week.”

– Amy Price, Senior Food and Drink Analyst

### This report looks at the following areas:

- Healthier crisp NPD would be well-received
- Artisanal products help premiumise the market
- NPD that caters to personalisation provides a route to engaging consumers

Estimated at £3.6 billion in 2015, the crisps, nuts and savoury snacks market saw value growth of 19.7% over 2010-15, while volumes grew by 6.3% to reach 422m kg. This has been driven by inflation in nuts and other savoury snacks, and the continuing focus on health as consumers switch to healthier formats.

The crisps market is experiencing deflation, with manufacturers and retailers turning to discounting to drive volumes as part of supermarket price wars. Potato-based and other snacks, such as Doritos and Pringles, are estimated to have overtaken crisps by value sales in 2015, with crisps bearing the brunt of discounting in the market.

Health remains an ongoing issue, negatively impacting sales of crisps while providing a boost to other segments with more positive health credentials, such as popcorn, meat snacks, and nuts.

Yet crisps remain a popular category; more than nine in ten UK adults have eaten any type of crisp/crisp-style snack, while 52% have eaten nuts. More than 60% of users have also eaten crisps/crisp-style snacks or nuts once a week or more, highlighting its role as a household weekly staple.

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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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## The implications

### The Market – What You Need to Know

- Crisps, nuts and savoury snacks see slight growth in 2015
- Future growth is forecast
- Potato-based and other snacks overtake crisps by value sales
- Health remains an ongoing issue
- Rising incomes should help support sales

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- Popcorn is popular among the young

### Companies and Brands – What You Need to Know

- Walkers continues to dominate

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Potato snacks lead on NPD

Pepsi leads by adpsend

Walkers has the strongest brand image

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Pepsi leads by adpsend

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## The Consumer – What You Need to Know

- 92% eat crisps/crisp-style snacks
- More than six in 10 eat crisps/crisp-style snacks and nuts once a week or more
- Nuts eaten by 52%, especially 45-54s
- Treat positioning appeals to 82%
- Naturalness appeals to 35%, particularly the over-65s

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