

Chips and Dips - US - February 2016

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"Both the chips and dips categories continue to perform well, boosted by consumer interest in snacking, and a variety of innovative flavors and formats. Both categories are driven by taste, rather than health, as consumers allow themselves to indulge."

- Amanda Topper, Senior Food Analyst

This report looks at the following areas:

- Chips and dips categories maintain growth
- Millennials more likely to buy chips and dips
- Taste, not health a key driver

This report builds on the analysis presented in prior Mintel reports: *Chips, Salsa, and Dips-US, January 2015*, *Chips, Popcorn, Nuts and Dips – US, January 2014*, *Salty Snacks – US January 2013*, *Chips, Pretzels & Corn Snacks – US, January 2012*; *Salty Snacks: Chips, Pretzels, Snack Nuts and Seeds – US, March 2011*; *Salty Snacks: Popcorn, Cheese, Corn and Meat Snacks – US, April 2011*.

The following food segments are included in this report:

- Potato chips
- Tortilla chips
- Dips (refrigerated, frozen, shelf-stable, and dry dip mixes)
- Salsa (refrigerated, frozen, shelf-stable, and dry salsa mixes)

This report is part one of Mintel's series on snacking. For other reports related to snacking see *Salty Snacks – US, April 2016*, *Nuts and Seeds – US, June 2016*, and *Healthy Snacks – US, September 2016*.

Value figures throughout this report are at rsp (retail selling prices) excluding sales tax unless otherwise stated.

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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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