

## Frozen Snacks - US - April 2016

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"After a slight decline in 2014, sales of frozen snacks rebounded in 2015 and are forecast to continue that growth through 2020. Emerging restaurant brands, as well as brands from other snack categories and, indeed, fresher foods, begin to leverage their attributes in frozen cases." - William Roberts, Jr, Senior Food & Drink Analyst

This report looks at the following areas:

- Moderate growth for frozen snacks
- Health factors weigh heavily on frozen snacks
- Higher-income households wanting more organic options
- Frozen snacks possibly suffering a lack of identity among consumers

This Report builds on the analysis presented in Mintel's *Frozen Snacks – US, April 2015*, as well as the 2013, 2012, 2007, 2008, and 2010 reports bearing the same name. The Report also builds on analysis presented in Mintel's *Frozen Handheld – US, June 2012*.

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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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