

Salty Snacks - US - April 2016

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"The salty snacks market continues to perform well, especially as the popularity of snacking continues. The meat snacks and popcorn segments continue to drive much of this growth, fueled by strong product innovation, and positive health perceptions. Health and indulgence remain a key theme as product flavor is a key purchase driver, yet consumers place importance on ingredient transparency."

- Amanda Topper, Senior Food Analyst

This report looks at the following areas:

- Salty snacks continue steady growth
- Salty snacks purchased mostly for personal consumption
- Snack flavor, packaging type, most influential on future purchases

This Report builds on the analysis presented in Mintel's *Salty Snacks – US, January 2015*, *Chips, Popcorn, Nuts, and Dips – US, January 2014*; *Salty Snacks – US, January 2013*; *Chips, Pretzels, and Corn Snacks – US, January 2012*; *Salty Snacks: Chips, Pretzels, Snack Nuts, and Seeds – US, March 2011*; as well as *Salty Snacks – US, August 2009* and the *August 2008* Report of the same title.

This Report also builds on the analysis presented in Mintel's *Snacking Motivations and Attitudes – US, April 2015*, and *The Snacking Occasion – US, February 2014*.

This Report covers the following segments:

- Popcorn
- Pretzels
- Corn snacks
- Meat snacks
- Cheese snacks.

This Report differs from the previous report of the same title (*Salty Snacks – US, January 2015*) because of differences in segment coverage.

This Report is part of Mintel's series on snacking. For other reports related to snacking see *Chips and Dips – US, February 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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