Nuts, Seeds and Trail Mix - US - June 2016

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The nuts, seeds, and trail mix category continues its steady growth trajectory as Americans adopt frequent snacking occasions, and seek convenient foods they can feel good about eating. Looking ahead, the category is expected to grow, despite facing competition from other snacking categories, including other salty snacks, and BFY (better-for-you) products like yogurt or nutritional bars."
- Amanda Topper, Senior Food Analyst

This report looks at the following areas:

- Category grows 28% from 2011-16
- 90% of US households purchase nuts, seeds or trail mix
- Convenience, nutrition important purchase drivers

This Report builds on the analysis presented in Mintel's *Chips, Popcorn, Nuts, and Dips – US, January 2014* , *Nuts and Dried Fruit – US, August 2012* , as well as the January 2011, July 2009, July 2007, February 2006, and February 2004 Reports of the same title.

This report covers the following segments:

- Nuts, including snack nuts, baking nuts, and toasted corn nuts
- Seeds, including sunflower and pumpkin seeds
- Trail mixes

Excluded from the scope of this Report are nuts and dried fruit that are coated in yogurt or chocolate. Also excluded from this Report are random weight/bulk nuts, seeds, and trail mixes.

This Report is part of Mintel's series on snacking. For other Reports related to snacking see *Chips and Dips – US, February 2016* , *Salty Snacks – US, April 2016* , and *Healthy Snacks – US, September 2016* .

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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