

## Consumer Snacking - UK - March 2016

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

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“Snacking is almost universal. 95% of UK adults have snacked in December 2015, down from 97% a year prior. Usage is down in all categories bar savoury biscuits.”  
– Amy Price, Senior Food and Drink Analyst

### This report looks at the following areas:

- Healthier formats offer brands a way to appeal to health-aware consumers
- Catering to young people's on-the-go habits should be lucrative
- Efforts to premiumise snacks will have to go further

Snacking is almost universal. 95% of UK adults snacked in December 2015, down from 97% a year prior. Usage is down in all categories bar savoury biscuits. These have benefited from product innovation and an image as a healthier alternative to crisps and as healthier than sweet biscuits.

Healthier variants offer a route for operators to keep their snacks on the menu. Snackers seem open to brands acting on their behalf when it comes to health and snacking, with seven in 10 agreeing that snack manufacturers should do more to cut sugar content. That 54% of snackers are interested in healthier versions of their favourite snacks suggests permission even for indulgent products to explore this area without risk of a backlash.

New Product Development is currently failing to cater to this demand for healthier products, with low/no/reduced (L/N/R) calorie, fat or sugar claims each featuring on less than 10% of snacks launched in 2015. This suggests scope for innovation going forward as a way to appeal to health-conscious consumers.

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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 Market – What You Need to Know

Health remains an ongoing issue

Rising incomes pose an opportunity and a threat to snacks

Cakes, pastries and sweet goods lead on NPD

Adspend increases in 2015, with Mars taking the lead

Snack brands are seen to be accessible

### Market Drivers

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Health remains an ongoing issue

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...putting pressure on snacks

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Cakes, pastries and sweet goods lead on NPD

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95% snack but this is down year on year

71% snack at least once a day

Naturalness appeals to more than a fifth

Hunger remains the key driver to snacking

80% say snacking is enjoyable

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95% snack but this is down year on year

Figure 28: Snacks eaten between meals, December 2014 and December 2015

71% snack at least once a day

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Naturalness appeals to more than a fifth

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Hunger remains the key driver to snacking

Figure 32: Reasons why people snack, December 2015

Younger people are driven by needs beyond hunger

10% snack to replace a meal

### Attitudes towards Snacking

80% say snacking is enjoyable

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Figure 33: Attitudes towards snacking, December 2015

- Health is an important consideration
- Cutting down on snacks is seen as a way to reduce calorie content
- 70% agree manufacturers should cut sugar content
- Interest in guidance on healthy snacks
- On-the-go packaging appeals to under-25s
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