

## Crisps, Savoury Snacks and Nuts - UK - January 2017

Report Price: £1995.00 | \$2460.23 | €2338.14

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“Health concerns are prompting users to cut back: 42% say they are limiting the amount of crisp/crisp-style snacks they are buying compared to a year prior. Offering some good news for the market in this context is that 34% of users are buying more baked varieties than before.”  
– Amy Price, Senior Food and Drink Analyst

This report looks at the following areas:

- Brand extensions offer a way to create new usage occasions
- Helping people to manage their intake should allow them to stay in the market
- Expected income squeeze will put pressure on premium segment

Value sales of crisps, savoury snacks and nuts slipped to £3.7 billion in 2016 as the market suffered from deflation, with volumes seeing a slight rise to reach 425 million kg.

This is owing to the ongoing reliance on promotional mechanics in the market as a driver to purchasing: 63% of crisp, savoury snack and nut eaters/buyers agree that crisps/crisp-style snacks on promotion (eg 50% off) are a good excuse to buy them.

Leading brands such as Walkers have struggled, coming under fire from consumers’ attempts to eat healthily, with newer (although significantly smaller) segments such as popcorn winning spend, seeing an ongoing rise in value and volume sales.

Brands have therefore looked to leverage their brand equity through expanding into segments such as popcorn, baked snacks and cracker crisps, appealing to consumers who are in search of new products. With 61% of crisp, savoury snack and nut eaters/buyers more likely to try a new product from their favourite brand than one they haven’t tried before, such extensions should be well-placed to appeal.

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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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## Table of Contents

### Overview

What you need to know  
 Products covered in this Report

### Executive Summary

The market  
 Deflation in the market in 2016  
 Figure 1: Forecast of UK value sales of crisps, savoury snacks and nuts, 2011-21

Companies and brands  
 Brands dominate NPD  
 Adspend continues to rise in 2016  
 Walkers stands out as a brand  
 Figure 2: Attitudes towards and usage of selected brands, December 2016

The consumer  
 93% eat crisp/crisp-style snack  
 Figure 3: Usage of crisps and crisp-style snacks, by type, October 2016

Favourite flavour and brand are top factors when buying crisps for oneself  
 Figure 4: Factors influencing choice when buying crisps/crisp-style snacks, October 2016

Ongoing opportunities for brand extensions  
 Figure 5: Behaviours related to crisps/crisp-style snacks, October 2016

Energy proposition of nuts is a positive  
 Figure 6: Attitudes towards crisps/crisp-style snacks, nuts and savoury snacks, October 2016

What we think

### Issues and Insights

Brand extensions offer a way to create new usage occasions  
 The facts  
 The implications  
 Helping people to manage their intake should allow them to stay in the market  
 The facts  
 The implications  
 Expected income squeeze will put pressure on premium segment  
 The facts  
 The implications

### The Market – What You Need to Know

Deflation in the market in 2016  
 Rising prices will fuel growth to 2021  
 Crisps sales continue to fall

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Price rises could hit discretionary spending  
Health remains an issue

## Market Size and Forecast

### Deflation in the market in 2016

Figure 7: Total UK retail value and volume sales of the crisps, savoury snacks and nuts, at current and constant prices, 2011-21

Figure 8: Forecast of UK value sales of crisps, savoury snacks and nuts, 2011-21

Figure 9: Forecast of UK volume sales of crisps, savoury snacks and nuts, 2011-21

### Other savoury snacks see volumes rise but value sales fall in 2016

Figure 10: UK retail value and volume sales of other savoury snacks\*, at current and constant prices, 2011-21

Figure 11: Forecast of UK value sales of other savoury snacks\*, 2011-21

### Crisps see ongoing deflation in 2016

Figure 12: UK retail value and volume sales of the crisps market, at current and constant prices, 2011-21

Figure 13: Forecast of UK value sales of crisps, 2011-21

### Nuts see ongoing rise in value and volume sales

Figure 14: UK retail value and volume sales of the nuts market, at current and constant prices, 2011-21

Figure 15: Forecast of UK value sales of nuts, 2011-21

### Forecast methodology

## Market Segmentation

### Crisps sales continue to fall

### Nuts and popcorn buck sales decline

Figure 16: UK retail value sales of savoury snacks, by category, 2011-16

Figure 17: UK retail volume sales of savoury snacks, by category, 2011-16

### Peanuts retain lead in the nuts segment

Figure 18: Value and volume sales of nuts, by type of nut, 2015 and 2016

## Market Drivers

Consumer caution – and price rises – could hit discretionary spending

Health remains an issue ...

... but there is room for occasional treats

Demographic changes could impact the market

Rise in the number of children could provide a boost

Popcorn remains most popular among the young

Catering to the older demographic

## Companies and Brands – What You Need to Know

Walkers leads potato-based snacks, despite sales decline

Walkers sees crisp sales decline

Potato snacks continue to lead NPD

Brands dominate NPD

Adspend continues to rise in 2016

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Walkers stands out as a brand

## Market Share

Walkers leads potato-based snacks, despite sales decline

Pringles growth is helped by price cuts

Figure 19: Leading brands' sales and shares in the UK potato-based and other snacks market, by value and volume, 2014/15 and 2015/16

Walkers sees crisp sales decline, while premium brands grow

McCoy's, Ritz and Jacob's grow

Premium brands see growth

Figure 20: Leading brands' sales and shares in the UK crisps market, by value and volume, 2014/15 and 2015/16

Mini Cheddars leads baked snacks and popcorn

Popcorn brands see growth

Figure 21: Leading brands' sales and shares in the UK baked snacks and popcorn market, by value and volume, 2014/15 and 2015/16

Own-label continues to dominate nuts

Figure 22: Leading brands' sales and shares in the UK nuts market, by value and volume, 2014/15 and 2015/16

Peperami and Mattessons dominate meat snacks

## Launch Activity and Innovation

Potato snacks continue to lead NPD

Figure 23: Share of new product launches within the UK crisps, savoury snacks and nuts market, by category, 2012-16

Vegetables crisps see a rise in NPD

Brands dominate NPD

Figure 24: Share of new product launches within the UK crisps, savoury snacks and nuts market, by brands vs own-label, 2012-16

Walkers continues to expand offering

M&S is the most active company by NPD

NPD targets sharing

Brands extend into new areas, with popcorn a key feature

PepsiCo looks to popcorn and cracker crisps

Popcorn brands look to new directions

Ritz moves into baked

Health claims remain niche

Figure 25: Share of new product launches within the UK crisps, savoury snacks and nuts market, by selected health claims, 2012-16

Focusing on positive nutrition

Fibre claims see a rise

Figure 26: Share of new product launches within the UK crisps, savoury snacks and nuts market with high/added fibre claim, 2012-16

Gluten-free claim continues to rise

Figure 27: Share of new product launches within the UK crisps, savoury snacks and nuts market, by the gluten-free claim, 2012-16

Flavour innovation provides a means of differentiation

Premium flavours

Flavour tie-ups

Mystery campaign from Doritos

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Tapping into seasonal occasions

## Advertising and Marketing Activity

Adspend continues to rise in 2016

Figure 28: Total above-the line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, 2013-16

Crisps/crisp-style snacks dominate spend

Significant spend on meat snacks

Figure 29: Total above-the line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, 2013-16

PepsiCo leads advertiser spend

Walkers consistently advertises

Doritos calls on snackers to eliminate least favourite flavour

Intersnack supports Hula Hoops' Golden Hoops

Pladis more than doubles spend

Kellogg's cuts spend on Pringles

Tyrrells launches first poster campaign

Figure 30: Total above-the line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, by top 10 advertisers (sorted by 2016), 2013-16

Walkers dominates by brand

Figure 31: Total above-the line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, by top brands, 2016

Campaigns through alternative channels

Ten Acre launches story competition

Propercorn creates new flavour through Institute of Flavour pop-up

Fish 'n' Chips calls on consumers to vote red or brown

Nielsen Ad Intel coverage

## Brand Research

What you need to know

Brand map

Figure 32: Attitudes towards and usage of selected brands, December 2016

Key brand metrics

Figure 33: Key metrics for selected brands, December 2016

Brand attitudes: Walkers has the best all-round image

Figure 34: Attitudes, by brand, December 2016

Brand personality: Pringles is seen to be the most 'fun'

Figure 35: Brand personality – Macro image, December 2016

Peperami is seen to be most unhealthy

Figure 36: Brand personality – Micro image, December 2016

Brand analysis

Walkers has the strongest image: seen to be both trustworthy and innovative

Figure 37: User profile of Walkers, December 2016

Pringles benefits from a fun and vibrant image

Figure 38: User profile of Pringles, December 2016

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Doritos is seen as fun, vibrant and diverse

Figure 39: User profile of Doritos, December 2016

McCoy's is seen widely as accessible and delicious

Figure 40: User profile of McCoy's, December 2016

Butterkist is associated with indulgence

Figure 41: User profile of Butterkist, December 2016

Peperami is held back by an unappealing image

Figure 42: User profile of Peperami, December 2016

## The Consumer – What You Need to Know

93% eat crisps/crisp-style snacks

52% eat nuts

Favourite flavour and brand are top factors when buying crisps for oneself

Ongoing opportunities for brand extensions

42% are limiting their intake

Energy proposition of nuts is a positive

Promotions provide an excuse to purchase

## Usage of Crisps, Savoury Snacks and Nuts

93% eat crisp/crisp-style snack

Figure 43: Usage of crisps and crisp-style snacks, by type, October 2016

Crisp users are conservative in their repertoire

Figure 44: Repertoire of crisps and crisp-style snacks eaten, October 2016

52% eat nuts

Figure 45: Usage of nuts and other snacks, by type, October 2016

Popcorn remains most popular among the young

Figure 46: Usage of any popcorn, by age, October 2016

Women less likely to eat meat snacks

Users have a small repertoire of nuts and other snacks

Figure 47: Repertoire of nuts and other savoury snacks eaten, October 2016

More than two in three eat crisps/crisp-style snacks and nuts once a week or more

Figure 48: Frequency of eating crisps/crisp-style snacks, nuts or popcorn, October 2016

## Factors Influencing Choice

Favourite flavour and brand are top factors when buying crisps for oneself

Brand loyalty bodes well for extensions

Health and naturalness matter more when buying for self

Figure 49: Factors influencing choice when buying crisps/crisp-style snacks, October 2016

Promotions provide an incentive to both solo and sharing occasions

Cautious spending ahead, little interest in premium ingredients

Sharing occasions prompt NPD in pack formats

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## Behaviours Related to Crisps/Crisp-Style Snacks

Ongoing opportunities for brand extensions

Figure 50: Behaviours related to crisps/crisp-style snacks, October 2016

42% are limiting their intake

42% prefer premium variants

## Attitudes towards Crisps, Savoury Snacks and Nuts

Energy proposition of nuts is a positive

Figure 51: Attitudes towards crisps/crisp-style snacks, nuts and savoury snacks, October 2016

Promotions provide an excuse to purchase

Offering control through smaller portions and resealable packaging

Packaging formats can help users feel in control

Less but better

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Forecast methodology

Consumer research methodology

## Appendix – Market Size and Forecast

Figure 52: Best- and worst-case forecasts for the total UK crisps, savoury snacks and nuts market, by value, 2016-21

Figure 53: Best- and worst-case forecasts for the total UK crisps, savoury snacks and nuts market, by volume, 2016-21

Figure 54: Best- and worst-case forecasts for the other savoury snacks\* market, by value, 2016-21

Figure 55: Best- and worst-case forecasts for the other savoury snacks market, by volume, 2016-21

Figure 56: Forecast of UK volume sales of other savoury snacks, 2011-21

Figure 57: Best- and worst-case forecasts for the crisps market, by value, 2016-21

Figure 58: Best- and worst-case forecasts for the crisps market, by volume, 2016-21

Figure 59: Forecast of UK volume sales of crisps, 2011-21

Figure 60: Best- and worst-case forecasts for the nuts market, by value, 2016-21

Figure 61: Best- and worst-case forecasts for the nuts market, by volume, 2016-21

Figure 62: Forecast of UK volume sales of nuts, 2011-21

## Appendix – Market Drivers

Figure 63: Trends in the age structure of the UK population, 2011-21

## Appendix – Market Share

Figure 64: Leading manufacturers' sales and shares in the UK potato-based and other snacks market, by value and volume, 2014/15 and 2015/16

Figure 65: Leading manufacturers' sales and shares in the UK crisps market, by value and volume, 2014/15 and 2015/16

Figure 66: Leading manufacturers' sales and shares in the UK baked snacks and popcorn market, by value and volume, 2014/15 and 2015/16

Figure 67: Leading manufacturers' sales and shares in the UK nuts market, by value and volume, 2014/15 and 2015/16

## Appendix – Launch Activity and Innovation

Figure 68: Share of new product launches within the UK crisps, savoury snacks and nuts market, by top 10 companies, 2012-16

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Figure 69: Share of new product launches within the UK crisps, savoury snacks and nuts market, by top 10 flavour components, 2012-16

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