

Biscuits, Cookies and Crackers - UK - March 2017

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“Sweet biscuits have so far been insulated from concerns over sugar, with consumers continuing to treat themselves but looking for quality and more indulgent biscuits over quantity. Value sales are being helped by strong innovation and marketing support by leading brands, including the launch of new products that offer an element of portion control.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Permissible treating and portion control likely to be an increasing focus of NPD and marketing in the sweet biscuits market**
- **Packaging targeted at on-the-go eating and gifting occasions both offer further opportunities for increasing sales**
- **Scope to increase biscuit and cereal bar consumption through greater focus on 'healthier' ingredients**

Value sales of biscuits and cereal bars were up just barely in 2016. Despite concerns about sugar, sweet biscuits performed more strongly. Consumers opted for quality and more indulgent biscuits over quantity, helping to boost value sales. Sales also benefited from strong NPD activity, including new formats, flavours and more premium products.

By contrast, sales of savoury biscuits declined in 2016 and the leading brands face a challenge to encourage more frequent consumption of crackers and crispbreads, including as a lunchtime option, which has been a focus of marketing activity. Sales of breakfast biscuits and cereal/snack bars were flat in 2016, with scope for brands to communicate key benefits more strongly to increase usage.

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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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