

## Salty Snacks - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The salty snacks market continues to grow thanks to the strong performance of meat snacks and popcorn, as well as the continued success of corn snacks and cheese snacks.

While salty snacks face competition from a variety of different snacks, innovation propels the salty snack market forward."

**Caleb Bryant, Senior Foodservice Analyst**

This report looks at the following areas:

- Pretzels and pork rinds experience stagnant growth
- RTE popcorn outshines microwavable

### Definition

This Report builds off of the analysis presented in Mintel's *Salty Snacks – US, April 2016* Report and previous iterations of salty snack Reports.

This Report covers the following segments:

- Popcorn
- Pretzels
- Corn snacks (excluding tortilla chips)
- Meat snacks (ie jerky and other dried meat snacks)
- Cheese snacks (excluding cheese crackers such as Cheez-It)
- Pork rinds (added in 2017)

Note: this Report does not cover chips. For information on chips please see Mintel's *Chips and Dips – US, February 2017* Report.

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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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