

Cookies - US - August 2017

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"As a commonly purchased food, cookies continue to grow, but at a modest pace from 2016-17. Elements of health may appeal to some consumers, but the majority of innovation should be focused on more indulgent flavors and formats that consumers want to see more of in order to continue to grow the category and compete against other sweet treats."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Modest category growth
- Cookie consumers are habit driven
- Competition from other cookies, sweets and snacks
- Growing obesity epidemic challenges category

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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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