

## Better for You Snacks - US - September 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"The BFY (better for you) snacks category grew slightly from 2016-17, but has grown more in the past two years powered both by consumer interest in snacking and brand development of offerings that find a middle ground between healthy and indulgent. Yet the category is still challenged by the depth in snack offerings and ambiguity of the definition of a healthy snack."

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

This report looks at the following areas:

- Low penetration in BFY snack category
- Fierce competition in snacking
- Host of hurdles for BFY snacks 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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## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

The issues  
Low penetration in BFY snack category  
Figure 1: Snack purchase, June 2017  
Fierce competition in snacking  
Figure 2: Total US sales of snack categories, at current prices, 2012-16  
Host of hurdles for BFY snacks category  
Figure 3: Attitudes toward healthy snacks, by confusion, skepticism, and affordability, June 2017  
The opportunities  
Room to grow through familiar forms  
Figure 4: Sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17  
Consumers snacking on healthier foods  
Figure 5: Snacking behaviors, healthy snacking and avoiding sweets, March 2017  
Despite skepticism, claims are important to consumers  
Figure 6: Healthy snack claims, June 2017  
Familiar ingredients, convenient packaging appealing  
Figure 7: Healthy snack attributes, ingredients and packaging, June 2017  
What it means

### The Market – What You Need to Know

BFY snacks expected to develop, grow  
"Other" snacks dictate category  
Prevalence of snacking drives increased competition  
Confusion on what healthy really means  
Important BFY snack buying groups gain influence

### Market Size

BFY snack sales continue to grow  
Figure 8: Sales\* of BFY snacks, at current prices, rolling 52 weeks June 2015-June 2017

### Market Breakdown

Category driven by "other" snacks segment  
Figure 9: Sales\* of BFY snacks, by segment, at current prices, 52 weeks ending June 18, 2017  
Majority of segments grow  
Figure 10: Sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17  
Unique BFY snack formats find success

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Figure 11: Sales\* of other snacks, by type, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Most vegetable and fruit chip types grow

Figure 12: Sales\* of vegetable and fruit chips, by type, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

### Market Perspective

Variety of snack options available

Figure 13: Total US sales of snack categories, at current prices, 2012-16

Figure 14: Snack purchase, by any BFY snacks\* and traditional snacks, June 2017

Figure 15: What consumers are snacking on, May 2017

Snacking is fundamentally indulgent

Figure 16: Snacking motivations, March 2017

Figure 17: Snacking behaviors, unplanned snacks and snacking when bored, March 2017

Brand, affordability important to snack buyers

Figure 18: Snack purchase drivers, March 2017

Consumers confused what is truly healthy

### Market Factors

Majority of Americans snack

Figure 19: Snacking frequency, March 2017

Rise in health issues may lead to exploration of BFY snacks

Figure 20: Growth in health issues in the US, 2013-15

Figure 21: Snacking behaviors, healthy snacking and avoiding sweets, March 2017

Younger consumers enter influential life stages

Figure 22: Households with own children under age 18, by age of householder, 2016

Median household income increases

Figure 23: Median household income, in inflation-adjusted dollars, 2005-15

Hispanic, Asian populations grow

Figure 24: Population growth, by race and Hispanic origin, 2012-22

### Key Players – What You Need to Know

Affordability, low brand appeal aid store brands

Free-from claims, specialized positioning drive growth

Category struggles with blandness

Continued innovation important for future category growth

### What's Working?

Free-from claims, specialized positioning resonate

Gluten-free BFY snacks grow faster than those without claim

Figure 25: Sales\* of BFY snacks, by gluten-free labeling, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

BFY snacks with GMO-free labeling find success

Figure 26: Sales\* of BFY snacks, by GMO labeling, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Natural and specialized BFY snacks grow

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Figure 27: Sales\* of BFY snacks, by brand positioning, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Figure 28: BFY snacks brands, by specialty/wellness positioning, 2016-17

Private label driven by recognition, value

Figure 29: Average purchase intent of BFY snacks, by private label and name brands, October 2016-July 2017

Figure 30: Store brand BFY snacks with high purchase intent, October 2016-July 2017

Kettle Brand, Snyder's, Simply 7, and Boulder Canyon are getting it right

Figure 31: Purchase intent of products from brands that consumers say are getting it right, October 2016-July 2017

Fruit snacks, alternative-based chips best other BFY snacks

Figure 32: Average purchase intent of BFY snacks and segments, October 2016-July 2017

Figure 33: Fruit chips/sticks/snacks with high purchase intent, October 2016-July 2017

Figure 34: Alternative-based chips with high purchase intent, October 2016-July 2017

### What's Struggling?

BFY snacks with organic, vegan, low/reduced fat claims struggle

Organic vegetable and fruit chips decline in sales

Figure 35: Organic share of sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Vegan focus too niche

Figure 36: Sales\* of BFY snacks, by vegan labeling, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Full fat BFY snacks are the norm

Figure 37: Sales\* of BFY snacks, by fat content, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

BFY snacks struggle to compete with indulgence

Figure 38: Average purchase intelligence of snack categories, October 2016-July 2017

Category has several barriers

Healthy snacks connected to plain flavors

Association between BFY and particular brands low

Lack of trust that BFY snacks are truly healthy

Price is a barrier to entry in the category

### What's Next?

Unconventional flavors and bases

Figure 39: BFY snack launches, by leading flavors, January 2017-July 2017

Opportunity to increase portability

Nothing to hide

Snacks with plant-based protein

Influence from online channels

Graze, NatureBox enter retail

Amazon enters brick and mortar

### The Consumer – What You Need to Know

About half of consumers buy BFY snacks

Consumer confusion, cynicism about what is healthy

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Fresh is the new healthy

Consumers differ on what makes a snack BFY

Indulgence still important in BFY snacks category

### Snack Purchase

Nearly half of consumers purchase BFY snacks

Figure 40: Snack purchase, June 2017

Most BFY snack buyers purchase one type

Figure 41: Repertoire of BFY snack purchase, June 2017

BFY snack purchase higher among younger adults

Figure 42: Snack purchase, by any BFY snacks\*, by age, June 2017

Figure 43: Repertoire of BFY snack purchase, by age, June 2017

Parents most likely to purchase across BFY snack types

Figure 44: Snack purchase, by any BFY snacks and segments, by parental status, June 2017

Asians, Hispanics most likely buyers of BFY snacks

Figure 45: Snack purchase, by any BFY\*, by race and Hispanic origin, June 2017

Household income a key indicator for healthy snack purchase

Figure 46: Snack purchase, by any BFY\*, by household income, June 2017

Location impacts access to BFY snacks

Figure 47: Snack purchase, by any BFY snacks and segments, by location, June 2017

Figure 48: Snack purchase, by traditional snacks, by location, June 2017

### Attitudes toward Healthy Snacks

Confusion, skepticism about what is healthy

Figure 49: Attitudes toward healthy snacks, by confusion, skepticism, and affordability, June 2017

Figure 50: Attitudes toward healthy snacks, by reasons for snacking, taste, satisfaction, and sampling, June 2017

The fresher, the healthier

Figure 51: Health perceptions, June 2017

Figure 52: Perception of BFY snacks, May 2017

Greater distrust of healthy snacks among older consumers

Figure 53: Attitudes toward healthy snacks, by age, June 2017

Figure 54: Health perceptions, by any healthy, by age, June 2017

Price is an obstacle

Figure 55: Attitudes toward healthy snacks, snacks marketed as healthy are too expensive, by race and Hispanic origin, household income, and location, June 2017

### Healthy Snacking Behavior

BFY snack buyers habitual and health-focused

Figure 56: Healthy snacking behavior, June 2017

Women more focused on healthy snacking

Figure 57: Healthy snacking behavior, by gender and age, June 2017

Lack of purchase in category doesn't mean disinterest in healthy snacks

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Figure 58: Healthy snacking behavior, try to keep healthy snacks on hand, by location, June 2017

Consumers struggling with weight looking to snack healthier

Figure 59: Healthy snacking behavior, by body mass index, June 2017

### Healthy Snack Claims

Wide range of interest in health claims

Figure 60: Healthy snack claims, June 2017

Figure 61: Ingredient claims looked for when purchasing BFY snacks, May 2017

Mix of claims appeal to bulk of BFY snack buyers

Figure 62: TURF analysis – BFY claims – June 2017

Ingredient claims signify BFY for consumers aged 55+

Figure 63: Healthy snack claims, by age, June 2017

### Healthy Snack Attributes

Taste, flavor, and wholesome ingredients important to consumers

Figure 64: Healthy snack attributes, June 2017

Taste and flavor especially important to older women

Figure 65: Healthy snack attributes, by gender and age, June 2017

Trust and convenience valued by parents

Figure 66: Healthy snack attributes, by parental status, June 2017

### Appendix – Data Sources and Abbreviations

Data sources

Sales data

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

### Appendix – TURF Analysis

Methodology

Figure 67: TURF analysis – BFY claims – June 2017

Figure 68: Table – TURF analysis – BFY claims – June 2017

### Appendix – The Market

Figure 69: Sales\* of BFY snacks, at current prices, rolling 52 weeks June 2015-June 2017

Figure 70: Sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Figure 71: Sales\* of vegetable and fruit chips, by type, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

Figure 72: Sales\* of other snacks, by type, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

### Appendix – Key Players

Figure 73: Sales\* of BFY snacks, by organic ingredients, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17

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- Figure 74: Organic share of sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 75: Sales\* of BFY snacks, by gluten-free labeling, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 76: Gluten-free labeled share of sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 77: Sales\* of BFY snacks, by GMO labeling, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 78: Non-GMO-product/ingredient share of sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 79: Sales\* of BFY snacks, by brand positioning, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 80: Sales\* of BFY snacks positioned as natural, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 81: Sales\* of BFY snacks, by fat content, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
- Figure 82: Low/no/reduced fat share of sales\* of BFY snacks, by segment, at current prices, rolling 52 weeks ending 6/21/15 and 6/18/17
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