

Salty Snacks - US - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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The nearly \$12 billion salty snacks market continues to turn in a strong performance driven by the increasing prevalence of snacking. Meat snacks, popcorn, and cheese snacks are the category's three largest segments and are responsible for much of the growth. New flavors and varieties are key to continued growth, as the heaviest snackers look for new snacking experiences.

This report looks at the following areas:

- Salty snacks maintain momentum
- Salty snacks nearly universal, but individual types have room to grow
- Apart from meat snacks, expectations for nutrition, health benefits is low

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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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PepsiCo strengthens its lead but faces intensified competition

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