

Dips and Savory Spreads - US - May 2018

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"The diverse \$4.6 billion dips and savory spreads category enjoys solid consumer participation, likely due in part to the increasing popularity of snacking and brand loyalty. All three segments of the category managed growth from 2016-2017, but refrigerated options have been especially successful as consumers seek out fresh foods."

Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- **Lack of frequent consumption**
- **Competition from adjacent categories**
- **Shelf-stable products lose share to refrigerated**

Helping consumers to engage more frequently in the category and all of its segments will require brands to nudge consumers to enjoy the social aspect of dips more regularly and on different occasions, as well as to inspire consumers to try new types and brands.

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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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