

## Nuts, Seeds and Trail Mix - US - August 2018

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

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Nuts, seeds, and trail mix benefit from a relatively healthy, not to mention natural, reputation. Brands leveraging such a reputation should be well-positioned to capitalize on increasing consumer interest in snacking and on healthier snack options, in particular.

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Increasing usage should counter flat sales growth**
- **Consumers valuing value**
- **Price strongly impacts consumer interest in nuts/seeds/trail mix**

The challenge for the category will be in offering options that not only meet those demands, but which do so at a price point which consumers consider reasonable. Consumers appear to regard the category as akin to commodities and, as such, place significant emphasis on price in their product choice, far more than brand or even organic positioning.

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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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