

Salty Snacks - US - March 2019

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

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"The popularity of snacking has benefited all of the salty snacks segments and contributed to sales gains of 4.8% in 2018. While continued growth is projected in this \$18 billion market, a slower growth pace is projected through 2023."

- **Beth Bloom, Associate Director – Food & Drink**

This report looks at the following areas:

- Slight sales slowdown in salty snack sales predicted
- Salty snacks remain a slight snack favorite, but competition can be seen
- The tug-of-war between health and indulgence

Strong demand for snacks has resulted in increased competition and an expanded view of what constitutes a snack, which can challenge traditional snack categories. While craving satisfaction, flavor, and indulgence are key in this category, nearly two thirds of salty snack eaters wish there were healthier options for them to turn to.

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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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