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This report looks at the following areas:

- · Competitive environment represents a challenge to sales growth
- Consumers point to sodium and fat as the main barriers to eating salty snacks more often

While consumers first and foremost see salty snacks as a treat and a means to satisfy their cravings, the majority of eaters of salty snacks also indicate that they wish there were more healthy options. Furthermore, a segment of consumers, and particularly younger consumers, have a more flexible view of what salty snacks can deliver to them aside from being an indulgence. With this consideration in mind, understanding what consumers are looking for in salty snacks is essential for companies to capitalize on the growth of what is a competitive industry.



"Salty snack consumption is on the rise in Canada. The industry continues to adapt to evolving consumer needs, and it is reaping the benefits." - Joel Gregoire, Associate

Director - Food & Drink

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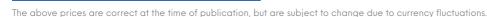




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