

Salty Snacks: Incl Impact of COVID-19 - US - April 2020

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"Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as their favorite salty snacks."

- Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- How the COVID-19 pandemic is impacting salty snack consumption
- How brands are helping anxious snackers weather tough times
- Health versus indulgence? Which is more important?
- Snack opportunities and eCommerce

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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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Impact on the Salty Snacks Market

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Salty snacks should see a welcomed 2020 bump from COVID-19

Figure 13: Total US sales and forecast of salty snacks, at current prices, 2014-24

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Young shoppers already drawn toward PL and value snacks

Parents are gonna need a bigger cart

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Growth activity will shift from upstarts back to leaders

Private label will continue to thrive

Hits to value brands may be balanced out by tier switching

Online food and drink sales will accelerate

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Salty snacks see strong sales growth, should brace for slowdown post-COVID-19

Cheese and "other" salty snacks grow category share with "nutrition" focus

Salty snacks lead the competition, but must innovate to stay relevant

COVID-19 outbreak provides an opportunity for salty snack brands

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The Impact of COVID-19 on Salty Snacks

COVID-19 outbreak provides an opportunity for salty snack brands

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- PepsiCo maintains dominance; all leaders grow
- Cheese snacks post big gains following smart innovation
- Pretzels are overdue for a disruptive twist
- Category moves in right direction with sugar; now how about that salt?

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- The sophisticated splurge

The Consumer – What You Need to Know

- Household penetration of salty snacks is strong; don’t get lazy

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Consumption sees little net change, but growth requires growth
Category needs to do a better job at managing sodium content
Morning and on-the-go snack occasions are a category white space
The category should push online sales to secure share of pantry

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Popcorn outperforms other segments on key attributes, needs an indulgence boost

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Cheese snacks lead purchase in the category, need to improve health perception

Corn snack perception tracks with cheese snacks; sodium and carbs are Achilles heel

It's time for a pretzel makeover

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