

Crackers - US - January 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of the COVID-19 pandemic on consumer behavior and the crackers market.
- Attributes of an ideal and premium cracker.
- Barriers to cracker consumption.
- Attitudes toward crackers.



"After nearly a half decade of no significant gains, cracker sales saw meaningful growth of 7% in 2020."

– Billy Roberts, Sr. Analyst –
Food and Drink

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- COVID-19: Market context
- Economic and other assumptions

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- COVID-19 sales bump for the category to prove fleeting
Figure 1: Total US sales and forecast of crackers, at current prices, 2015-25
Figure 2: Total US sales and forecast of crackers, at current prices, 2015-25
- Impact of the COVID-19 pandemic on crackers
Figure 3: Short-, medium- and long-term impact of the COVID-19 pandemic on crackers, January 2021
- Opportunities and Challenges
- Young adults are less engaged in the category
Figure 4: household cracker consumption, by age, November 2020
- Disrupt the habits
Figure 5: Attitudes about crackers, November 2020
- Packaging refresh can refresh engagement
Figure 6: Reasons for not eating crackers more often, November 2020
- Match innovation to what consumers really want
Figure 7: Attitudes toward crackers, November 2020

THE MARKET – KEY TAKEAWAYS

- Sales expected to retract to pre-pandemic growth
- The diverse “other” segment shapes category performance

MARKET SIZE AND FORECAST

- COVID-19-era sales bump for the category to prove fleeting
Figure 8: Total US sales and fan chart forecast of crackers, at current prices, 2015-25
Figure 9: Total US sales and forecast of crackers, at current prices, 2015-25
- Impact of the COVID-19 pandemic on crackers

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Crackers - US - January 2021

Report Price: £3695 | \$4995 | €4400



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 10: Short-, medium- and long-term impact of the COVID-19 pandemic on crackers, January 2021

- **Lockdown**
- **Re-emergence**
- **Recovery**
- **COVID-19: US context**
- **Learnings from the 2008 recession**

Figure 11: Total US retail sales of crackers, 2005-10

SEGMENT PERFORMANCE

- **Versatility helps segments thrive, except filled crackers**

Figure 12: Total US retail sales and forecast of crackers, by segment, at current prices, 2015-25

- **"Other" retailers cut into supermarkets' share**

Figure 13: Total US retail sales of crackers, by channel, at current prices, 2015-20

MARKET FACTORS

- **Population shifts suggest brands need to refresh**

Figure 14: US population by age, 2013-23

- **Increased cooking and baking ignites cracker category**

Figure 15: Behaviors compared to last year – cooking and baking in general, October 2020

MARKET OPPORTUNITIES

- **Packaging innovation to curb freshness concerns**

Figure 16: Factors encouraging users to pay more, by parental status, November 2020

- **Broaden snacking opportunities**

Figure 17: Crackers as snacking options, by age, November 2020

- **Think beyond clean label**

Figure 18: Interest in cracker with recognizable ingredients, by age, November 2020

- **Link healthy crackers with portable snacking post-pandemic**

Figure 19: Interest in organic on-the-go crackers, by parental status, November 2020

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Market leader gains share**
- **Free-froms help to mitigate processed stigmas**
- **Brands use plants to clean up the label**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MARKET SHARE

- **Mondelēz grows market share, as all companies post sales gains**
- **Sales of crackers by company**
Figure 20: Multi-outlet sales of crackers, by leading companies, rolling 52 weeks 2019 and 2020

COMPETITIVE STRATEGIES

- **Brands double down on GMO, free-from claims**
Figure 21: Cracker launches in the US, by claim, 2015-20
Figure 22: Select cracker launches with free-from claims, 2020
- **Elevated private label crackers**
Figure 23: Select cracker launches with organic claims, 2020
- **Plant-, veggie-centric options help consumers eat "cleaner"**
Figure 24: US cracker launches with vegan/no-animal-ingredient claim, 2016-20
Figure 25: Notable plant-based cracker launches, 2020
- **Consumer focus on ingredient content**
Figure 26: Attitudes toward recognizable ingredients in crackers, November 2020

THE CONSUMER – KEY TAKEAWAYS

- **Widespread consumption masks potential challenge**
- **Nearly three in 10 increase cracker consumption**
- **Under 45s have broader cracker repertoires**
- **Ideal cracker begins with the crunch**
- **Keeping it fresh**
- **Packaging refreshes are in order**
- **Newcomers beware**

HOUSEHOLD CRACKER CONSUMPTION

- **Widespread cracker consumption**
Figure 27: Household cracker consumption, November 2020
- **Kids of all ages can drive cracker purchase**
Figure 28: Household cracker consumption, by parental status, by age of children, November 2020

CRACKER CONSUMPTION CHANGES

- **More than a quarter increase cracker consumption**
Figure 29: Cracker consumption changes, November 2020
- **Parents much more likely to have increased consumption**
Figure 30: Cracker consumption changes, by parental status, November 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

TYPES OF CRACKERS CONSUMED

- **Cracker types consumed hold steady**
Figure 31: Types of crackers consumed, November 2020
- **Younger adults sticking with graham, cheese crackers**
Figure 32: Types of crackers consumed, by age, November 2020
- **Lifestage influences penetration in the cracker market**
Figure 33: Repertoire analysis of types of crackers consumed, by age, November 2020

REASONS FOR NOT EATING CRACKERS MORE OFTEN

- **Cracker freshness can stale consumers**
Figure 34: Reasons for not eating crackers more often, November 2020

BUILDING A BETTER CRACKER

- **Taste, texture outweigh BFY innovation**
Figure 35: Building a better cracker, November 2020

FEATURES WORTH PAYING MORE FOR

- **Packaging upgrades are worth considering**
Figure 36: Improving crackers, November 2020
- **Cracker enthusiasts hungry for package improvements and flavor extensions**
Figure 37: Improving crackers, by repertoire analysis of cracker types consumed, November 2020
- **Healthier ingredients would expand appeal among parents**
Figure 38: Improving crackers, by parental status, November 2020

ATTITUDES TOWARD CRACKERS

- **Crackers widely seen as a value-oriented snack**
Figure 39: Attitudes toward crackers, November 2020
- **Brands need to appeal to young consumers**
Figure 40: Attitudes toward cracker brands, by age, November 2020
- **Wide interest in healthier crackers**
Figure 41: Attitudes toward healthier crackers, any agree, November 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 42: Total US retail sales and forecast of crackers, at inflation-adjusted prices, 2015–25

Figure 43: Total US retail sales of crackers, by segment, at current prices, 2018 and 2020

Figure 44: Total US retail sales and forecast of filled crackers, at current prices, 2015–25

Figure 45: Total US retail sales and forecast of filled crackers, at inflation-adjusted prices, 2015–25

Figure 46: Total US retail sales and forecast of graham crackers, at current prices, 2015–25

Figure 47: Total US retail sales and forecast of graham crackers, at inflation-adjusted prices, 2015–25

Figure 48: Total US retail sales and forecast of saltine crackers, at current prices, 2015–25

Figure 49: Total US retail sales and forecast of saltine crackers, at inflation-adjusted prices, 2015–25

Figure 50: Total US retail sales and forecast of other crackers, at current prices, 2015–25

Figure 51: Total US retail sales and forecast of other crackers, at inflation-adjusted prices, 2015–25

APPENDIX – COMPANIES AND BRANDS

Figure 52: Multi-outlet sales of filled crackers, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 53: Multi-outlet sales of graham crackers, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 54: Multi-outlet sales of saltine crackers, by leading companies and brands, rolling 52 weeks 2019 and 2020

Figure 55: Multi-outlet sales of other crackers, by leading companies and brands, rolling 52 weeks 2019 and 2020

APPENDIX – RETAILERS

Figure 56: Total US retail sales of crackers, by channel, at current prices, 2015–20

Figure 57: Total US retail sales of crackers, by channel, at current prices, 2018 and 2020

Figure 58: US supermarket sales of crackers, at current prices, 2015–20

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

Crackers - US - January 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



Figure 59: US drugstore sales of crackers, at current prices, 2015-20

Figure 60: US sales of crackers through other retail channels, at current prices, 2015-20

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.