

Crackers - US - January 2021

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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

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