

Savoury Biscuits – UK – April 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on sales of savoury biscuits and consumer behaviours.
- Frequency of eating savoury biscuits, and types eaten.
- Different occasions for eating savoury biscuits, and what they are paired with.
- New launch activity in savoury biscuits, and perceptions and usage of brands in the category.
- Behaviours related to eating savoury biscuits, and attitudes towards them.

Signalling an opportunity for further flavour innovation to boost sales, 62% of eaters of savoury biscuits would be encouraged to eat them without toppings more by more indulgent flavours. Variants featuring world cuisine flavours interest 25% of buyers of savoury biscuits, rising to 34% of those who would be encouraged to eat crackers more without toppings by indulgent flavours.

The savoury biscuits category made big gains during the COVID-19 pandemic from many more lunches being eaten at home, as well as day and evening snacking, these being the three biggest eating occasions. Reflecting this, 37% of eaters of savoury biscuits are eating more of them than before the start of the pandemic. This shift fuelled the £36 million boost to sales in 2020 to £488 million

Individual brands will want to highlight how they go well with cheese, given that this is by far the most popular pairing for savoury biscuits, reported by 64% of eaters. However, the category as a whole needs to become less reliant on this dominant occasion. As 43% of eaters lack inspiration on what to pair with savoury biscuits, more ideas hold much potential for the market to increase frequency of usage.

Products making functional health claims are rare in savoury biscuits, but consumers are open to the category adopting more of a positive nutritional



“Savoury biscuits have benefited from people eating them more at home during COVID-19, but face a challenge to keep users eating them beyond the pandemic.”

– Richard Caines, Senior Food & Drink Analyst

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role. 29% of category buyers are interested in products that support gut health and 28% in those supporting immune health. The bread category can offer lessons in exploring these functional health claims that undoubtedly appeal to consumers.



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