

## Crisps, Salty Snacks and Nuts - UK - January 2012

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“Price remains the main choice factor in 2011, with consumers increasingly looking to stick to tried and trusted brands and flavours. Keeping crisps affordable in the face of rapidly rising raw material costs is one of the most difficult, but important, challenges facing manufacturers and retailers today.”

– Chris Wisson, Senior Food Analyst

### In this report we answer the key questions:

- How can the market arrest falling numbers of users?
- How can over-55s be encouraged to try new types of crisps and salty snacks?
- How can the sharing bags market boost their market share further?
- How can manufacturers draw more men into the salty snacks market?

#### Definition

This report examines the UK retail market for crisps, nuts and other salty snacks. Mintel’s definition includes products sold through the grocery retail channel, including:

Potato Chips/Crisps - sliced, whole, fried potato or vegetable.

Nuts - including nuts used for snacking; excludes nuts used for baking.

Snacks - other types of crisps and snacks including:

- Baked snacks – salty snacks prepared by baking such as pretzels and baked chips (eg Walkers Baked)
- Popcorn (excluding that sold in cinemas)
- Corn-based snacks (eg Doritos)
- Potato- and rice-based snacks (eg Hula Hoops); excludes rice cakes
- Fruit snacks/jellies; excludes dried fruit
- Meat snacks (including biltong, pork scratchings, salami)
- Fish/seafood snacks (eg fish sticks).

It excludes unpackaged products; savoury biscuits/crispbreads/cake bars; and nuts used as ingredients in cooking. It also excludes sales via catering or foodservice establishments, however references and comparisons to these sectors may be made where relevant.

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