

## Cookies and Cookie Bars - US - March 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"Consumers are paying more attention to their health due to a rising level of awareness regarding the poor nutritional state of our nation. The cookie market, therefore, finds itself in a risky position; cookies, even so-called healthy cookies, are not exactly known to be a healthy part of consumers' diet."*

– John N. Frank, Category Manager, Food and Drink

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

- Are healthy cookies really healthy?
- What are consumers looking for when leaving room for indulgences?
- When marketing health attributes of cookies, how far is too far?

U.S. sales of cookies and cookie bars represent a \$7 billion market and sales are gaining momentum. This report provides an in-depth look at sales trends, product segmentation, distribution channels, leading companies and consumer behaviors. Readers of this report will gain an understanding of what factors are shaping the cookie and cookie bar market today along with insight into marketing strategies aimed at future opportunities. A sampling of questions raised and answered includes:

- Cookie sales have increased steadily following the recession. What factors will play a role in future sales?
- Standard cookies, led by household brands such as OREO, dominate the market and continue to show sales growth. How do the major brands continue to expand?
- Healthier cookie varieties are one of the fastest growing segments. How has an "unhealthy" product like cookies benefited from increased health awareness?
- The leading cookie manufacturers control the majority of the market. What product innovations and marketing strategies are they implementing?
- Cookies are eaten by four out of five consumers and are likely to be eaten as an occasional treat. How can marketers expand the variety of eating occasions?
- Nearly half of consumers keep a mostly healthy diet. How do cookie indulgences fit into the lifestyle of a more health-conscious consumer?
- Taste is a dominant reason why consumers eat cookies. What innovations in new products and tastes are consumers looking for?
- Value plays an important role in cookie sales. How can promotional pricing or private label products be customized to provide the most benefit?

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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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