

Crisps, Salty Snacks and Nuts - UK - January 2014

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“Tesco’s high-tech Watford store, which opened in August 2013, is relatively unusual in that it features a fridge of chilled dips in the crisp aisle. It is something which other stores may be tempted to replicate considering the large minority (44%) of crisp users note that more supermarkets should offer chilled dips situated within the crisps aisle.”
— Alex Beckett, Senior Food Analyst

This report looks at the following areas:

- How can crisps, salty snacks and nuts capitalise on consumer interest in protein?
- How important is British provenance to crisps and crisp-style snack producers?
- What opportunities are there for crisp brands in the dips market?
- Where can crisp manufacturers go next with flavour NPD?

Total value sales in the crisps and salty snacks market (excluding nuts) increased by 4.4% between 2012 and 2013. Price increases, such as those caused by the poor potato harvest, have fuelled this growth.

In the nuts market, value sales increased by 4.1% which marks a slowdown on the 7.7% growth of 2012. Volume growth remained the same in 2013 as 2012, suggesting prices have eased, which correlates with the bumper US peanut crop of late 2012.

This report reveals that the large minority of crisp users are prepared to pay more for crisps featuring British ingredients, and highlights interest in trying sweet flavours and also variants inspired by high street restaurant chains, such as McDonald’s.

Highlighting an NPD opportunity to potentially appeal to consumers who are looking for new, nutritious crisp and crisp-style snacks, nearly one in five users claim they’d be interested in buying non-potato or grain-based crisps, such as those made from chick peas and lentils.

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