

Consumer Snacking - UK - January 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“While various breakfast biscuit brands have made energy provision a central part of their positioning, this proposition remains rare in the wider snacking category. This interest suggests scope to leverage this positioning more.”

– Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Should manufacturers be adopting a two-pronged approach to health concerns?
- Is there potential to position snacks as an energy boost?
- How can snacks appeal to those looking to feel full?
- How can operators provide value to consumers?
- Can packaging help to facilitate snacking?

Snacking is deeply ingrained among UK adults. Two thirds of adults who snack do so at least once a day, with almost three in 10 doing so twice a day or more. This demonstrates how popular snacking is but also the challenge of growing penetration further.

Continuing investment in above-the-line support from major players such as Mars will play a key role in keeping the category front of mind with the consumer going forward.

Health and indulgence remain central trends within the market. With snackers thinking that curbing snacking helps with weight management, this poses a threat to growth. This also provides a focus for NPD on healthier variants or those with added benefits (e.g. high in fibre, protein), in order to stem the extent to which snackers cut back.

The good news is that openness to occasional treats among three in four snackers and opportunities to market snacks based on satiety and energy claims, as yet rarely used in marketing, offers a strong selling point for brands.

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