

## Biscuits, Cookies and Crackers - UK - April 2015

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

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*"After a period of impressive growth since its launch, the breakfast biscuits market lost momentum in 2014. That a quarter of users are interested in breakfast biscuits with a high fruit content, and a similar number are interested in high-protein versions, signals scope for further development."*

– Aimee Townshend., Research Analyst

### This report looks at the following areas:

- Lower-calorie sweet biscuits appeal to users
- Breakfast biscuits with protein or fruit attract interest from users
- Savoury biscuits, crackers and crispbread not considered a snack on their own

Sweet biscuits continue to dominate the market, accounting for two thirds of value and three quarters of volume. However, the high media coverage around the contribution of sugar to the UK's obesity problem in 2014 saw the health credentials of sweet biscuits come under scrutiny.

That four in 10 sweet biscuit eaters limit how often they eat these due to their high sugar content and three in 10 because they are unhealthy demonstrates the impact of health concerns on the market. The interest in reduced calorie versions, however, suggests scope for operators to address such concerns.

With usage standing at just over 40% of adults, breakfast biscuits have enjoyed several years of impressive growth, however, the segment lost momentum in 2014. Breakfast biscuits with a high fruit content and versions high in protein spark interest, offering an area of further development for manufacturers.

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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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