

## Chips, Salsa and Dips - US - January 2015

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

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"The US chips, salsa, and dips category is expected to increase moderately between 2014 and 2019. Brands may want to align their products with consumer trends toward 'fresh/natural' unprocessed foods versus using historically popular low/no fat, salt, and calorie claims as snackers may perceive low/no foods as less flavorful."

– Amy Kraushaar, US Category Manager, Food & Drink and Foodservice

### This report looks at the following areas:

- Can health claims be leveraged as much as flavor?
- How will new styles and formats impact the category?
- What new flavors are likely to take hold in the category?

The US chips, salsa, and dips category sales are primarily driven by growing snacking behavior in the US, as well as expanding consumer palates that demand the frequent introduction of new styles and flavors. Demographics including Millennials, Hispanics, and households with children also drive sales. New styles of chips that combine flavor with healthier ingredients, such as corn- or potato-vegetable hybrids, and dips such as hummus, yogurt-based dips, and spicier, fresher salsas have potential to fuel growth.

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