

Better for You Snacks - US - September 2016

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

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"Strong growth in BFY snacks comes from an increase in availability of products in this relatively young space, at a time when consumer habits favor snacking and eating on-the-go, and a dual interest in healthy living and the pursuit of flavor. While the products covered in the scope of this Report are not universally accepted as healthy, they communicate permissibility."

- Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- BFY snacks face competition from range of snack options
- Consumers are skeptical of BFY snacks

This Report focuses on processed snacks that are specifically positioned/marketed as BFY. Product categories included in the scope of this Report are:

- Vegetable and fruit chips (including chips that are not made from either potatoes or corn, including apple chips, kale chips, sweet potato chips, carrot chips)
- Puffed snacks (including potato, multigrain, corn, and rice and other puffed snacks)
- Soy crisps and snacks (including snacks made primarily of soy (including soy nuts) and marketed as a "soy snack" rather than a corn, potato, or rice chip/snack that contains soy among other ingredients)
- Other snacks (including items and snack mixes that don't fit into other snack subcategories such as wasabi peas, roasted chickpeas, and veggie sticks, as well as alternative-based chips like hummus chips, lentil chips, and bean chips)

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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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BFY snacks face competition from range of snack options

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Big can still be BFY

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Category participants are paying attention to labels

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