

## Chips and Dips - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Both chips and dips have performed well in recent years, boosted by consumer interest in snacking, a variety of innovative flavors and formats, and the category's status as a permissible indulgence. New tastes and experiences will continue to drive sales in coming years, along with a greater emphasis on premium quality and fresh ingredients."

**John Owen, Senior Analyst – Food & Drink**

This report looks at the following areas:

- Steady growth continues for chips and dips
- Tortilla chips generate fastest growth of four segments
- Younger adults purchase a wider variety of chips and dips

The following food segments are included in this Report:

- Potato chips
- Tortilla chips
- Dips (refrigerated, frozen, shelf-stable, and dry dip mixes)
- Salsa (refrigerated, frozen, shelf-stable, and dry salsa mixes).

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