

Crisps, Savoury Snacks and Nuts - UK - January 2018

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“While enjoyment and indulgence play a key role in the market, health considerations are also affecting it, driving the growth in popcorn, nuts and meat snacks. That half of savoury snack eaters deem snacks made with pulses healthier than potato-based ones suggests scope for further NPD here.”

– Anita Winther, Research Analyst

This report looks at the following areas:

- Pulses are a good fit to tap high-protein interest
- Expectation of newness underlines the importance of flavour NPD
- Interest in flexitarianism extends to meat-style snacks

Crisps, savoury snacks and nuts have enjoyed sustained volume growth over the past five years. This is no mean feat given their near-universal household penetration. Meanwhile, following deflation over 2015-16 on the back of the supermarket price wars, inflation returned to the market in 2017.

While treating oneself remains a key purchase driver in the market, health also plays a role in the market, continuing to be explored in NPD (New Product Development) and underpinning the growth of popcorn and nuts. Further product development in the area of pulse-based and high-protein snacks could further tap consumers' interest in healthier snacking.

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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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Expectation of newness underlines the importance of flavour NPD

The facts

The implications

Interest in flexitarianism extends to meat-style snacks

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The Market – What You Need to Know

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Crisps sales are revived

Obesity remains an issue

Household budgets squeezed as inflation returns

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Treating oneself the top purchase driver for savoury snacks

Protein appeals in the savoury snack context

Opportunities to spotlight health-boosting herbs/spices

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Protein appeals in the savoury snack context

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- Opportunities to spotlight health-boosting herbs/spices
- Interest in ways to customise snacks
- Scope for sauces/dips to add value
- Tailored flavours appeal to 18%
- Ingrained expectation of flavour innovation
- Nearly half of savoury snack eaters drawn to brands that push new flavours
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