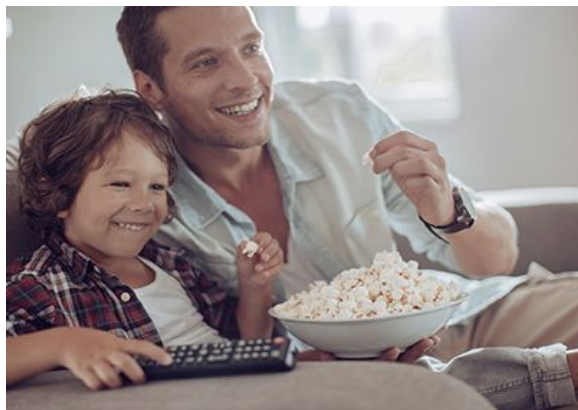


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“Snacking remains an ingrained habit for Britons. The view of snacks as an important energy source throughout the day, and as a necessity in busy lifestyles, underpins this habit. It also points to further longevity for snacking and the relevance for snacks to align with catering to or countering busy lifestyles.”

– **Kiti Soininen, Category Director – UK Food & Drink**

This report looks at the following areas:

- Snacks’ energising role chimes widely
- Snack brands can stand out by catering to or countering busy lifestyles
- Demand for healthy and indulgent snacks, and more clarity

The snacking culture in the UK is pervasive. The perceived role of snacks in keeping energy levels up is a key driver here, ensuring they are seen to have a legitimate place in the diet. Also boding well for the longevity of snacking, many view snacks as a necessity in busy lifestyles. This underlines the continuing need for snacks to align with providing energy and fitting in with time-poor lifestyles, such as through relevant ingredients, marketing messages and portable formats.

Fresh fruit, crisps and chocolate continue to share pole position among the nation’s snack choices, revealing how healthy snacks and treats mingle on most people’s menus, catering to different needs, moods and occasions. Reflecting this, and despite PHE (Public Health England)’s scrutiny of snacks, not all snackers look for healthy options all or most of the time. This puts the industry in a challenging position to deliver on PHE’s sugar and calorie reduction, while continuing to cater for the sizeable demand for treats.

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The Market – What You Need to Know

PHE aims to combat child obesity, shaking up the snacking market
New calorie targets for kids' snacks and adult meals
People try to eat mostly healthily, but are more relaxed when snacking
Busy lifestyles fuel snacking
Ageing population poses a challenge for snacks

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PHE aims to combat child obesity, shaking up the snacking market
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Ethical packaging claims in long-term growth

Widespread concern about plastic packaging

Compostable, plant-based foil adopted by various smaller brands

Vegan claims leap ahead

L/N/R sugar nearly doubles share

Leading players cut sugar in sweets...

...cakes...

...and chocolate

Fibre claims gain traction

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Category blurring and brand stretch continue

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Mr Kipling shows a kindly 'thief'

Butterkist focuses on family time

McVitie's shifts focus onto 'Sweeter Together'

Mentos looks to connect people

Mars and Lindt prompt fans to relax, Snickers pushes hunger-busting

Mars and Lindt focus on connecting with oneself

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Crisps/savoury snacks offer free films

Nestlé links up with Sky Store

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Fresh fruit, crisps and chocolate are the nation's top three snacks

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 Only two in five snackers look mostly for healthy snacks
 No magic bullet – Health priorities vary
 Snacks’ mood boost and energising roles chime widely
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Snacks' mood boost and energising roles chime widely
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