

Crackers - US - February 2018

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"After a four year period of modest growth, sales of crackers fell slightly from 2016-17, thanks in part to intensified snacking competition. Benefitting from consumer interest in snacking and a reputation for being versatile, the crackers category enjoys nearly universal penetration, making growth difficult to come by."
- Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Cracker sales fall in 2017
- Crackers are a pantry staple
- Heightened snacking competition

As a category stuck in the middle between indulgent and healthy, cracker products can use pairing and usage suggestions to increase perceived nutrition and/or indulgence along with cracker occasions and dayparts. Advancements in packaging along with formula improvements that focus on use of wholesome, real, flavorful, and high quality ingredients may improve crackers' perceived quality, indulgence, and healthfulness, helping to reinvigorate the mature category.

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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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