

## Frozen Snacks - US - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Frozen snacks have bounced back from an unstable past few years and steady, but minimal, growth is predicted looking ahead to 2022. Private label brands are performing strongly and legacy frozen snack brands remain stable, especially among parents with 85% acknowledging their kids eat frozen snacks. Despite the stability, increased competition from RTE snacks, such as snack bars and salty snacks, will continue to put pressure on the frozen snack

This report looks at the following areas:

- RTE, portable, and health-forward snacks gain increased consumption
- The snack preferences of young women are not as clear-cut

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