

Nuts, Seeds and Trail Mix - US - August 2018

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

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Nuts, seeds, and trail mix benefit from a relatively healthy, not to mention natural, reputation. Brands leveraging such a reputation should be well-positioned to capitalize on increasing consumer interest in snacking and on healthier snack options, in particular.

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- Increasing usage should counter flat sales growth
- Consumers valuing value
- Price strongly impacts consumer interest in nuts/seeds/trail mix

The challenge for the category will be in offering options that not only meet those demands, but which do so at a price point which consumers consider reasonable. Consumers appear to regard the category as akin to commodities and, as such, place significant emphasis on price in their product choice, far more than brand or even organic positioning.

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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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Table of Contents

Overview

Executive Summary

The Market – What You Need to Know

Market Size and Forecast

Market Breakdown

Market Perspective

Market Factors

Key Players – What You Need to Know

Company and Brand Sales of Nuts, Seeds, and Trail Mix

What's Working?

What's Struggling?

What's Next?

The Consumer – What You Need to Know

Category Consumption

Purchase Location

Purchase Influences

Usage

Flavors of Interest

Packaging Potential

Natural Nuts and Seeds

Nuts and Nutrition Opinions

Concerns

Appendix – Data Sources and Abbreviations

Appendix – The Market

Appendix – Key Players

TURF Analysis Methodology

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