

Better For You Snacking - US - September 2018

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

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"The increasing prevalence of snacking creates an opportunity for healthier, more nutritious snacks. And with relatively low usage incidence of many newer types of better-for-you snacks, there's plenty of room for further growth. For better-for-you snack makers, new use occasions and pairings and exciting new flavors represent paths to increased consumption."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- Fresh fruit remains the most popular healthy snack option
- Relatively few better-for-you snacks eaten on a daily basis
- Consumer skepticism a substantial issue for healthy snack marketers

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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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Salty snack segments represent increasing competition for BFY snacks

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All-natural claim loses traction
Functional snacking poised to gain

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Sales of baked chips stagnate

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Functional snacking poised to gain

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Abbreviations

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