

Crisps, Savoury Snacks and Nuts - UK - January 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Snacks are one area where health priorities take more of a backseat for consumers. In light of the government expectations of calorie reductions, this poses a notable challenge to the category. Brands looking to explore a better-for-you positioning in line with government goals need to ensure products deliver on taste and excitement to entice trial among a larger share of the population."

- Anita Winther, Research Analyst

This report looks at the following areas:

- No simple path for category to achieve calorie reduction target
- Low-fat is key health cue for the category
- Scope to mine comfort food position in crisps, savoury snacks, and nuts

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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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The Consumer – What You Need to Know

- Crisps, savoury snacks, and nuts are universally eaten
- Limited interest in healthier variants
- Most people are rarely adventurous in their snack choice
- Low-fat is key health cue in the category
- All-natural ingredients are top healthy priority for the most health-led
- Many view crisps, savoury snacks, and nuts as a comfort food
- Snacks designed for alcoholic drinks pairing garner widespread interest
- Price incentives are most likely to entice trial
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