

Crackers - US - February 2020

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"The crackers category continues to find significant growth, topping \$8 billion in 2019. The consistent, albeit minimal, growth of the "other" crackers segment was not enough to offset the struggles among other segments. Crackers remain a household staple with 87% penetration but stronger levels of category engagement are tethered to parenthood and decreases with age."

- **Kaitlin Kamp, Food & Drink Analyst**

This report looks at the following areas:

- **Snack growth outpacing cracker sales**
- **The snack space is crowded**
- **Engagement drops off with age**

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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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