

## Salty Snacks: Incl Impact of COVID-19 - US - April 2020

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"Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as their favorite salty snacks."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- How the COVID-19 pandemic is impacting salty snack consumption
- How brands are helping anxious snackers weather tough times
- Health versus indulgence? Which is more important?
- Snack opportunities and eCommerce

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### Impact on the Salty Snacks Market

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Salty snacks should see a welcomed 2020 bump from COVID-19

Figure 13: Total US sales and forecast of salty snacks, at current prices, 2014-24

How the crisis will affect salty snacks' key consumer segments

Young shoppers already drawn toward PL and value snacks

Parents are gonna need a bigger cart

How a COVID-19 recession will reshape the salty snacks industry

Growth activity will shift from upstarts back to leaders

Private label will continue to thrive

Hits to value brands may be balanced out by tier switching

Online food and drink sales will accelerate

COVID-19: US context

## The Market – What You Need to Know

Salty snacks see strong sales growth, should brace for slowdown post-COVID-19

Cheese and "other" salty snacks grow category share with "nutrition" focus

Salty snacks lead the competition, but must innovate to stay relevant

COVID-19 outbreak provides an opportunity for salty snack brands

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Salty snacks should see a 2020 bump from COVID-19

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Cheese snack boost driven by Keto craze

Popcorn bubble bursts, can be revived

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COVID-19 outbreak provides an opportunity for salty snack brands

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## Key Players – What You Need to Know

- PepsiCo maintains dominance; all leaders grow
- Cheese snacks post big gains following smart innovation
- Pretzels are overdue for a disruptive twist
- Category moves in right direction with sugar; now how about that salt?

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- The sophisticated splurge

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- Household penetration of salty snacks is strong; don’t get lazy

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Consumption sees little net change, but growth requires growth  
 Category needs to do a better job at managing sodium content  
 Morning and on-the-go snack occasions are a category white space  
 The category should push online sales to secure share of pantry

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## Salty Snack Consumption Occasions

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Meat snacks haven't quite found their footing

Cheese snacks lead purchase in the category, need to improve health perception

Corn snack perception tracks with cheese snacks; sodium and carbs are Achilles heel

It's time for a pretzel makeover

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