

Nuts, Seeds and Trail Mix: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on nuts, seeds and trail mix
- Market opportunities
- Consumption changes of nuts, seeds and trail mix
- Appealing product attributes



"The pandemic has reinforced consumer interest in health and wellbeing, and driven at-home consumption of nuts, seeds and trail mix.

Consumers are seeking comfort, pleasure and satisfaction in healthy snacks, supporting category growth. However, economic uncertainty also reinforces consumer interest in value."

- Mimi Bonnett, Director – US Food and Drink

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