

Crisps, Savoury Snacks and Nuts - UK - February 2020

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

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The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers' ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities.

– Alice Pilkington, Food and Drink Analyst

This report looks at the following areas:

- Demand for healthier products within the category remains high
- 'Positive nutrition' NPD can capitalise on the 'snackification' of mealtimes
- Focus on ethical and environmental credentials can help brands distinguish themselves

The future of the market looks positive, with it likely to continue to benefit from the spotlight on sugar and ongoing health-oriented innovation. Despite the uncertainty around the impact of Brexit, the varied role that these products play – including as a must-have for an evening in, as a meal replacement, as a nutrient top-up and even as a mood booster – will lend the market resilience.

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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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Mealtime 'snackification' and ongoing concerns over sugar benefit the market

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Market Drivers

- Snacking is entrenched in British habits, and encroaching upon mealtimes
- Meat snacks, nuts and high-protein savoury snacks benefit from enduring interest in protein
- National Food Strategy prompts calls for lower salt
- Calls for snacking to be banned on public transport
- Government proposes crackdown on 'junk food' promotions and advertising
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Seasonal launches see adventurous innovation

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Usage is extremely high across all age groups

Crisps and crisp-style snacks enjoy most frequent usage in the market

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Millennials are most focused on the healthiness of savoury snacks

High demand for more healthier options for adults and children...

...but consumers are sceptical of reduced-salt varieties

More vegan options interest nearly half of 16-34s

Palm oil puts 48% of users off snacks

Over half of users see the snacks as mood-boosting

'Snackification' of mealtimes provides opportunities for high-protein NPD

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