“More people being at home all day during COVID-19 lockdown periods has supported growth in sales of crisps, savoury snacks and nuts. Flavour innovation continues to be a major theme in NPD, including tapping interest in world cuisine flavours, while better-for-you products, premium varieties and pairing with dips and alcoholic drinks hold more potential for brands to increase sales.”

– Richard Caines, Senior Food & Drink Analyst

This report looks at the following areas:

- The impact of COVID-19 on sales of crisps, savoury snacks and nuts, and consumer behaviours.
- Frequency of eating crisps, savoury snacks and nuts, and types eaten.
- Different occasions for eating crisps, savoury snacks and nuts.
- New launch activity in crisps, savoury snacks and nuts, and perceptions and usage of the brands in these categories.
- Behaviours related to eating crisps, savoury snacks and nuts, and attitudes towards them.

Flavour innovation is central to keeping users engaged with brands in the crisps, savoury snacks and nuts market, as shown by 40% of eaters and buyers agreeing that a brand that regularly brings out new flavours of savoury snacks is more appealing than one which does not. This includes exploring a wider range of world cuisine flavours to prevent users switching to brands innovating more in this area.

The COVID-19 pandemic and people snacking more at home boosted retail sales of crisps, savoury snacks and nuts in 2020, with value sales reaching nearly £4.47 billion, up 4% on 2019. Volume sales posted stronger growth of 5%, as purchasing shifted towards sharing bags and multipacks and away from higher-value single packs. The new wave of lockdowns in 2021 will support more snacking at home.

The COVID-19 pandemic has put a heightened spotlight on health, while the government’s plans to tackle obesity include putting in place legislation to end volume price promotions of foods high in fat, sugar or salt (HFSS). Despite volume sales increasing in 2020, 50% of eaters claim to have cut back on these items in the last 12 months, highlighting how healthy eating is on their minds.

The spotlight on health dials up the need for brands to explore better-for-you products. While healthier crisps/crisp-style snacks are seen as not enough of a treat by 36% of category users, this being a minority view suggests that most are open to being swayed by healthier options. Savoury snacks made from pulses hold potential here, appealing to 44% of eaters and buyers of crisp, savoury snacks and nuts.

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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