

Salty Snacks – US – 2022

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This report looks at the following areas:

- The size, segmentation and key trends driving growth in the Salty Snacks market
- Competitive strategies, as seen in successful products across salty snack segments, and marketing opportunities, especially relative to core consumer groups
- Salty snack consumption, attitudes/behaviors and innovation

Interest in BFY options as well as more environmentally friendly products is driving innovation among fast-growing alternative salty snacks. While the pandemic continues to create uncertainty, long-term growth opportunities are strong, especially for more functional, sustainable snacks that can support holistic wellness.

The \$23.7 billion salty snack market continues to grow, increasing 9% in 2021 and enjoying high household penetration of 91%. At-home snacking has been strong during the pandemic, and convenient, single-serve packages support easy, hygienic consumption beyond the home.



"Snacking has remained strong in 2021. In pursuit of craveable, hunger-satiating treats, some turn to familiar tastes, while others, especially younger consumers, embrace innovation and spicy, international flavors."

– **Beth Bloom, Associate Director, US Food & Drink Reports**

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