

# Salty Snacks – Canada – 2022

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## This report looks at the following areas:

- What salty snack products have Canadians consumed over the past three months.
- Are Canadians salty snacking more or less than one year ago, and why.
- What activities do Canadians associate with particular salty snacks.
- What kinds of innovation are Canadians interested in with respect to salty snacks.
- How is the state of the economy impacting salty snack consumption.

As Canada staggers out of what has effectively been a two-year hibernation, one might expect that consumers' snacking habits had changed during their two-year hiatus from society. This, surprisingly, was not so. Consumers, for the most part, are snacking on the same snacks they were consuming before the pandemic, and the year-over-year frequency of consumption among snackers hasn't particularly changed much either.

That's not to say there aren't interesting things happening in the category. Cheese-flavoured snacks were an outlier product that saw a significant increase in consumption over the course of the pandemic, and Hershey's aggressive expansion into the salty snack space has spawned some explosive and innovative new flavours, most notably embodied in the new potato chip- and pretzel-stuffed Reese's big cups.

And still, despite snacking habits not having shifted significantly, snacking brands actually have the opportunity to leverage social snackers as they re-enter society and begin hanging out with/hosting parties for their friends and family. Nearly three quarters of Canadians report being comfortable sharing snacks with their friends and nearly that many report being comfortable hosting again. Snacking brands can leverage two years of FOMO (fear of missing out) to encourage consumers to get out and try new flavours and unique new snacks with their friends.



"In 2022, snack consumption has largely not changed in comparison to the pre-pandemic era, with few notable exceptions. Consumers are gathering and hosting more, and are more comfortable with shareable snacks, re-opening an avenue for salty snack brands to increase post-pandemic consumption."

– **Michael Lloyd, Senior Tech & Media Analyst**

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The largest hiccup to a strong and healthy salty snack category, however, is currently the economy. With near-record inflation impacting many Canadian sectors – including the food and transportation sectors that snack brands rely on for raw materials and supply chain – brands are forced to increase prices on already cash-strapped consumers.



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