

Nuts, Seeds and Trail Mix - US - 2022

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This report looks at the following areas:

- Purchase and usage of nuts, seeds and trail mix
- Purchase drivers for the category
- Snack food associations
- Attributes to increase usage of nuts, seeds and trail mix
- Attitudes toward nuts, seeds and trail mix

Nuts, seeds and trail mix weathered the tumult of the pandemic and subsequent supply chain disruptions with barely a blip in overall sales. Category loyalists continued their purchase behavior, just shifted more into supermarkets and food stores. Thanks to the abatement of restrictions and a return to some degree of normality, category growth among other channels is resuming as consumers adjust to altered schedules and working arrangements, pointing to a need for continued focus on snacking and on-the-go messaging from brands.

Fortunately for brands in the category, consumers want to increase their usage of nuts, seeds and trail mixes. They are looking to brands and retailers to offer pairing suggestions and recipe possibilities, and while they generally gravitate toward the lowest-cost option, consumers can be swayed with quality assurances and options that focus on familiar flavors with a positive health message.

Increasing use among younger consumers does present a challenge for brands to establish a role in their fractionalized snacking behaviors. However, category brands can message around key attributes of the category that fit with contemporary dietary trends, namely an interest in plant-based protein. However, considering the strong influence of flavor on consumer snack choice and its prominent role in driving purchase of nuts, seeds and trail mix, flavor innovation stands as a longer-term solution both to set brands apart and address consumer concerns about cost.



“The nuts, seeds and trail mix category is ready for a reset. Despite strong connections to snacking, plant-based proteins and a generally healthy reputation, the category was one of the few largely unaffected by the pandemic: finding neither gains nor losses during its heights and now seeing a slight slowdown due to heightened inflation.”

– Billy Roberts, Sr. Analyst –
Food and Drink

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