Consumer Snacking - UK - 2023

Report Price: £2195 | $2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- **Snacking habits following the easing of COVID-19 restrictions, and challenges and opportunities arising from the rising cost of living/inflation.**
- **Types of snacks eaten and frequency of snacking.**
- **New launch activity, including progress being made by snack brands on non-HFSS innovation.**
- **Reasons for snacking and implication of these for product development and marketing.**
- **Attributes important when choosing a snack as a treat and what this means for brands.**
- **Behaviours and attitudes related to eating and buying snacks, including interest in calorie-controlled products and those boosting nutritional intake, as well as less healthy options.**

Healthiness holds marked sway in snacks even when choosing one for a treat, 24% of eaters and buyers of snacks looking for health claims in this context, including being low fat/sugar or high fibre/protein. This emphasises the scale of demand for options that are enjoyable and nutritious, delivering healthy indulgence.

The home is where people are most likely to snack, with 90% reaching for snacks there in the two weeks to May 2023. This share is even higher than in 2022, the downward trend in households' reported financial wellbeing since late 2021 fuelling cutbacks on out-of-home leisure occasions and boosting the appeal of evenings in and other potential snack occasions at home.

Snacking makes 40% of eaters and buyers of snacks feel guilty. Pointing to an inner conflict, 60% of them nonetheless think that unhealthy snacks are fine as part of a balanced diet. These findings help explain the multifaceted landscape of the current snacking market, with success stories at both ends of the healthy to unhealthy spectrum, and reaffirm the ongoing opportunities in both spaces.

"Reasons for snacking have shifted back to what they were pre-COVID, but treating oneself is still the second biggest driver of snacking. When choosing a snack as a treat, a favourite brand and exciting flavour are most important, but health claims appeal to one in four, emphasising the demand for healthy indulgence."
– Richard Caines, Principal Analyst, UK Food & Drink Research

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Half of snack eaters do not cite satisfying hunger as a reason for snacking, showing how people turn to snacks for a much wider array of reasons than just physiological needs. Treating oneself (41%), satisfying a craving (37%), cheering oneself up (21%) and relaxing/de-stressing (23%) have slipped back somewhat compared to 2021 (during COVID-19), but are still important drivers of snacking for brands to align their proposition with.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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- Higher costs push up snack prices
- Sales of snacks held up well in 2022
- Satisfying hunger and emotional needs drive snacking
- Opportunities at both ends of the healthy to unhealthy spectrum
- Plenty of room for unhealthy snacks but many feel guilty about snacking
- Less healthy snacks appeal widely on evenings in
- Healthy main meals give permission for less healthy snacks
- A role for healthy but indulgent treat options
- One in four look for better-for-you treats
- A place for ‘healthy indulgence’
- Flavour innovation remains indispensable for snack brands
- Communicate new flavour launches in-store and online
- Limited editions add excitement

MARKET DRIVERS

- Government measures on HFSS food and drink slow to roll out
- HFSS food and drink store location restrictions came into place in October 2022
- Large number of snacks fall within the scope of regulations
- WHO recommends against use of non-sugar sweeteners
- New rules on the advertising of HFSS food and drink delayed
- Strong consumer interest in healthy eating
- Population changes will have mixed effects on snacks
- Increase in number of 15-24 year olds
- Fewer children aged 0-14 in five years’ time
- Ageing UK population who snack less often

  Figure 8: Trends in the age structure of the UK population, 2018-28
- Inflation will continue to eat into consumer spending power over the course of 2023
- Higher ingredients, energy and packaging costs push up snack prices

  Figure 9: CPI inflation for selected snack food categories, all food and all items, May 2022 and May 2023
- Further interest rates increases will hit mortgage-holders
- Consumer spending power will be curbed
- Consumers’ financial wellbeing has fallen from the highs of 2021...

  Figure 10: Household financial wellbeing index, 2016-23

- **...and most people are feeling the effects of price rises**
  Figure 11: Growth in sales in selected snack categories, by value and volume, 2022
- **More workers are back in offices but hybrid working is here to stay**

LAUNCH ACTIVITY AND INNOVATION

- **HFSS regulations drive healthier launch push**
- **Less sugar, fat, salt and calories help to reduce the 'bad' points**
  Figure 12: Proportion of new launches in snacks* making low/no/reduced calorie, fat, sugar and salt claims, 2018-23
- **Salt reduction enables non-HFSS launches for top crisp brands**
  Figure 13: Non-HFSS launches in crisps and savoury snacks, 2022
- **L/N/R fat claims helped by being baked or popped**
- **Fat reduction explored by non-HFSS snacks**
  Figure 14: Non-HFSS launches in crisps and savoury snacks making less fat claims, 2022
- **Chocolate brands gain non-HFSS presence through more fruit and nuts**
- **Mr Kipling adds more options to Deliciously Good non-HFSS cakes**
  Figure 15: Non-HFSS launches in chocolate and cakes, 2022 and 2023
- **New non-HFSS snack bars launch ahead of reformulation**
  Figure 16: Non-HFSS launches in cereal/snack bars, 2022 and 2023
- **Sweets brands reduce sugar for non-HFSS presence**
  Figure 17: Non-HFSS launches in sugar confectionery, 2022 and 2023
- **More new snack launches highlight being 100 calories or less**
  Figure 18: Launches in snacks highlighting being 100 calories or less per serving, 2022 and 2023
- **Positive nutrition claims continue to be explored in new launches**
- **High fibre and protein add 'good' points to snacks**
  Figure 19: Proportion of new launches in snacks* making high/added fibre, high/added protein and vitamin/mineral fortified claims, 2018-23

ADVERTISING AND MARKETING ACTIVITY

- **Advertising spend surpasses pre-COVID levels**
  Figure 31: Total above-the line, online display and direct mail advertising expenditure on snacks*, 2019-23
- **Big increases in digital and outdoor advertising spend**
  Figure 32: Total above-the line, online display and direct mail advertising expenditure on snacks*, by media type, 2019-23
- **Biggest food manufacturers continue to dominate advertising**
  Figure 33: Total above-the line, online display and direct mail advertising expenditure on snacks*, by advertiser, 2019-23
- **Sharing, talking and kindness recurs as theme**
- **Walkers' 'It Feels Good to Share' campaign links to mental wellbeing**
- **Cadbury 'Glass and a Half in Everyone' advertising sees fourth and fifth films**
- **Mr Kipling emphasises emotional connections**
- **Galaxy plays up charitable credentials**
- **Brands turn to experiential campaigns and customer involvement**
- **Wrigley's invites fans to vote on their favourite fruit flavour**
- **Haribo runs 'Hide 'N' Seeker' outdoor events**
- **Maynards Bassetts runs summer 'I Spy' road trip campaign**
- **Swizzels invites consumers to share ways of enjoying Marvellous Mallows**
- **Walkers Crisps 'in or out' debate returns in 2023**
- **Doritos rolls out 'how do you eat yours' advert**
- **Cadbury runs Mystery Bar campaign**
- **Brands giving greater prominence to healthier snacks**
- **Walkers returns to '100 calories or less' advert for multipacks**
- **Walkers Baked pushes stronger healthier message**
- **Hula Hoops Puft's limited calories get the spotlight in 2023**
- **Lentil Crisps feature in Tyrrells advertising**
- **Pringles Multigrain get TV advert**
- **Nielsen Ad Intel coverage**

TYPES OF SNACKS EATEN

- **Nearly everyone snacks**
  Figure 34: Any eating of snacks, by age, 2023
- **Nine in 10 eat sweet snacks**
  Figure 35: Types of sweet snacks eaten, 2022 and 2023
- **Crisps/crisp-style snacks the most popular savoury snack**

- **One in four look for better-for-you treats, half of those have found one recently**
- **A place for 'healthy indulgence'**

BEHAVIOURS RELATED TO EATING AND BUYING SNACKS

- **Opportunity for more snacks to shout about number of calories**
  Figure 46: Behaviours related to buying snacks, 2023
- **100-calorie claims have gained high-profile proponents in savoury snacks**
  Figure 47: Launches in crisps and savour snacks highlighting being under 100 calories per pack, 2023
- **Mars explores slimmer bars, Cadbury looks to fudge in sweet snacks**
  Figure 48: Chocolate-coated snack bars calling out 100-calories or less, 2021 and 2023
- **Calorie callouts can combat feelings of snacking guilt**
  Figure 49: Indulgent snacks calling out 100-calories or less, 2022 and 2023
- **Opportunity too for retailers to call out calories**
  Figure 50: Example of 'less than 100 calories' sweet snacks at a Tesco store, July 2023
- **Four in 10 look to snacks to boost their nutritional intake**
- **Promising to improve daily nutrition will help brands win over young snack eaters**
- **Opportunity to tap strong interest in fortified snacks**
  Figure 51: Breakfast cereals highlighting contribution to daily vitamin intake, 2022
- **Link vitamins/minerals to functional health benefits**

ATTITUDES TOWARDS SNACKING

- **Most people see a place for unhealthy snacks in balanced diets**
- **Plenty of room for unhealthy snacks but many feel guilty about snacking**
  Figure 52: Attitudes towards snacking, 2023
- **Less healthy snacks appeal widely on evenings in...**
- **...but there is a place for small indulgences and better-for-you options**
- **Healthy main meals give permission for less healthy snacks**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**

- **Consumer research methodology**

APPENDIX – LAUNCH ACTIVITY AND INNOVATION

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