

Salty Snacks - US - 2023

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This report looks at the following areas:

- Trended salty snack consumption
- Salty snack purchase location
- Changes in salty snack consumption
- Reasons for increased consumption and motivations to increase consumption
- Salty snack occasions
- Salty snack attitudes and behaviors
- Interest in salty snack innovation

Salty snacks are showing up for consumers as more than a convenient solution to hunger. They're also an emotional support snack and, increasingly, something that satisfies emotional needs throughout the day. In fact, 67% of consumers choose salty snacks while relaxing and to satisfy a craving, a figure even greater than the 58% who choose them to satisfy hunger and 45% who choose them to eat on-the-go.

PepsiCo holds almost half of the salty snack market share, with familiar brands across segments, but the growth of other snack segment speaks to the continued opportunity for new and expanded ideas of salty snacks. The challenge for all brands is to balance a strong need for familiarity and comfort with a desire to seek new experiences, try new things and taste new flavors.

The salty snack market comprises a variety of products with accessible price points; however, salty snacks are not immune to the challenges of inflation. Consumers report that financial situations have impacted changes in salty snack consumption, and those who have maintained or decreased their consumption show interest in budget-friendly options. The impacts of rising prices are shown in the performance of the meat snacks segment, one that often touts higher price points, as growth of this previously fast-growing segment has slowed this year. The BFY salty snack space continues to grow, but



“Salty snacks are winning in their ability to satisfy cravings and meet emotional needs, expanding their role beyond a quick hunger-satisfying solution. As consumers reach for familiar favorites and alternative snacks, brands face the challenge of balancing comforting classics and exciting new concepts.”

– Kelsey Olsen, Food and Drink Analyst

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many consumers place their interests in different twists on snacks, such as seasonal offerings and brand mashups above their interests in BFY innovation.



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