

Trending Flavors and Ingredients in Salty Snacks - US - 2023

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This report looks at the following areas:

- Nutritional ingredients that demonstrate health, taste and premium
- Consumer interest in functionality in snacks
- Flavor interest and experience in snacks
- Snack attitudes surrounding flavor

In the already relatively accessible snack space, brands can reinforce their reach not only with flavor innovation but also in highlighting ingredients with a premium BFY sense to create value and stimulate increased (guiltless) occasions with one stone. For more than half of salty snack consumers, healthy ingredients symbolize premium, signalling that BFY choices can alleviate more than guilt when shopping in the snack aisle.

Salty snack sales and consumption continue to increase, as consumers continue to look to snacks for comfort and convenience. While classic snacks and indulgence are alive and well, the most impressive growth is ground in segments that meet contemporary needs with alternative ingredients, specialty diets and portability.

Still, flavor is playing a strong role: more than a third of those eating more snacks cite the excitement of flavor trial as the reason to enjoy more, reinforcing the idea that consumers are willing to take risks with snacks.

37% of consumers indicate that a unique flavor can make a healthy snack feel more indulgent, suggesting that a balanced (of health and indulgence) approach to both flavor and ingredients can appeal to consumers from both ends of snack occasion spectrum.



“Increased snacking continues, as habits built during the pandemic have translated into new routines and expanded occasions. Unique flavor innovation can be the key to blurring the line between healthy and indulgent snacks, as consumers increasingly seek both BFY and comforting ingredients.”

– Sydney Riebe, Analyst, US Food & Drink Reports

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