“The salty snacks category will continue to benefit from the anytime, anywhere snacking mentality. Changing product preferences, combined with shifting US demographics, will be top of mind for manufacturers. However, the real challenge will be addressing concerns about the nutritional content of snacks, while still allowing consumers the chance to indulge.”

– Amanda Topper, Food Analyst

This report looks at the following areas:

- What will be the impact of increased snacking occasions?
- Should manufacturers continue developing BFY snacks?
- How will changing US demographics impact the category?

The $21.8 billion chips, popcorn, nuts, and dips category grew 28% from 2008-13. Americans continue to adopt a snacking culture, consuming snacks at any time and in any place. One in five consumers are buying more salty snacks and dips this year than last, including 35% who are snacking more instead of eating meals. While consumers remain concerned about the nutritional content of many snacks and place high importance on products with BFY (better-for-you) attributes, they still want to indulge and treat themselves. The chips, popcorn, nuts, and dips category is predicted to grow an additional 40% from 2013-18, reaching $28.6 billion, at current prices.

Mintel here provides a comprehensive analysis of the following factors that have the greatest potential to impact the category’s performance:

- How chips, popcorn, nuts, and dips have been performing in recent years, and how new product innovation (including foodservice) is impacting sales trends for the category as a whole and in each of its segments
- Rates of chips, popcorn, nuts, and dips household purchases
- Changes in purchases over the past year and reasons for those changes
- Important factors and attributes when buying chips, popcorn, nuts, and dips
- Motivations for purchasing chips, popcorn, nuts, and dips
- Consumer attitudes toward chips, popcorn, nuts, and dips
- Current product positioning and what marketing strategies make the most sense given the various target audiences that manufacturers are trying to connect with to maximize sales opportunities
- Which brands are gaining, which are losing, and why, within the market
- How factors such as increased snacking occasions and shifting US demographics are impacting the market as a whole

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market
The market

Chips, popcorn, nuts, and dips category to reach $28.6 billion in 2018

Figure 1: Total US sales and fan chart forecast of chips, popcorn, nuts, and dips, at current prices, 2008-18

Potato chips remain most popular, nuts and trail mix experience largest growth

Figure 2: Total US retail sales of chips, popcorn, nuts, and dips, by segment, at current prices, 2011 and 2013

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Increased snacking occasions, changing US demographics most influential

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What will be the impact of increased snacking occasions?
Insight: Tailor snacks with packaging and nutritional attributes to meet consumer needs

Should manufacturers continue developing BFY snacks?

Issues

Insight: Consumers still want healthy and indulgent snack options

How will changing US demographics impact the category?

Issues

Insight: The increasing presence of ethnic groups will be key for innovation

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Trend: Minimize Me

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Key points

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- Figure 9: Total US retail sales and forecast of chips, popcorn, nuts, and dips, at current prices, 2008-18
- Figure 10: Total US retail sales and forecast of chips, popcorn, nuts, and dips, at inflation-adjusted prices, 2008-18

Fan chart forecast

- Figure 11: Total US sales and fan chart forecast of chips, popcorn, nuts, and dips, at current prices, 2008-18

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- Changing US demographics will shake up the category
- Diversified product lines improve health-related snack perceptions

- Figure 12: Reason for purchasing more salty snacks, October-November 2013

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Key points

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Key points

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- Figure 13: Total US retail sales of chips, popcorn, nuts, and dips, by segment, at current prices, 2011 and 2013

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- Sales and forecast of potato chips

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- Slower tortilla chips growth likely from healthy snack competition
- Sales and forecast of tortilla chips
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RTE and bold, unique flavors popping up
Sales and forecast of popcorn
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popchips
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