

## Salty Snacks - US - January 2015

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“The salty snacks category continues to propel forwards. While some remain concerned about the nutrition and ingredients of these items, consumers also acknowledge there are healthier options on the market. Despite these concerns, taste and treating oneself are large purchase drivers, highlighting consumers’ preference for balancing both health and indulgence.”  
 – Amanda Topper, Food Analyst

### This report looks at the following areas:

- How will increased snacking occasions impact the category?
- What impact do health concerns have?
- What motivates consumers to buy salty snacks and how can this create new opportunities for the category?

The salty snacks category grew and is expected to grow from 2014-19, benefiting from the increase in Americans snacking more often. While some remain concerned about the ingredients and nutritional value of salty snacks, others agree healthier options are available. Taste and indulgence are main purchase drivers, highlighting consumers’ desire to treat themselves, despite interest in BFY (better-for-you) snacks. As other food and beverage categories enter the snacking space, manufacturers must promote the unique benefits of their products, including their variety of flavors and formats, convenience, taste, and affordability.

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

- Market drivers for the category including understanding consumers’ motivations for purchasing salty snacks and how those motivations differ by snack type.
- The role of health in the category and consumer health concerns related to these products, as well as key product attributes consumers look for when purchasing salty snacks.
- Opportunities for category growth including playing into the snacking and portability trend, and meeting consumer demand for BFY items, while also allowing them to indulge.
- Consumer behaviors and attitudes related to salty snacks, including consumption habits, nutritional concerns, and purchase behavior.

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### DID YOU KNOW?

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What motivates consumers to buy salty snacks and how can this create new opportunities for the category?

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