

Crackers - US - January 2017

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"The cracker category continued to post modest growth in 2016, but was up only 0.8% from the same time period in 2015. The category benefitted from increased consumer activity in snacking and from its existing reputation for being a healthy and easy to enjoy snack. Improved packaging for both at-home and on-the-go occasions may hit the mark with consumers."

Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Cracker sales slow in 2016
- Nearly all households purchase crackers
- Interest in health claims without sacrificing taste and flavor
- Crackers enjoy a healthy reputation
- Current packaging letting consumers down

Definition

This Report builds on the analysis presented in Mintel's Crackers – US, March 2016, Cookies and Crackers – US, March 2014, Crackers – US, March 2011, as well as the same title in February 2009, 2007, and 2005.

For the purposes of this Report, Mintel has divided the cracker category into four segments. This is the same segmentation used in Mintel's Crackers – US, March 2016:

- Crackers with fillings
- Graham crackers
- Saltine crackers
- Other crackers (including butter crackers, cheese crackers, wheat crackers, water crackers, breadsticks, matzoh crackers, etc).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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