"Cracker sales have remained relatively flat hovering near $7.7 billion since 2016. While the category’s versatility and consumer interest in snacking have helped maintain nearly universal penetration, intensified snacking competition has stolen some share of occasions from brands in the category, especially with adult consumers."

- Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Sales of crackers are stale
- Snack space reaches new levels of competition
- Kids outpace adult cracker consumption

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The Market – What You Need to Know

Cracker sales remains mostly unchanged
"Other" crackers only segment to grow
Intensified snacking competition
Brands need to shift some focus to adult tastes

Market Size and Forecast

Despite snack growth, sales of crackers remain stagnant:

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"Other" cracker innovation scores sole category gains

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- Crackers are not top of mind for adult snacks
- Consumers need help shaking up the routine
- Crackers could use a cool boost
- Innovation that leans toward grown-ups

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