

Salty Snacks - Canada - April 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Competitive environment represents a challenge to sales growth
- Consumers point to sodium and fat as the main barriers to eating salty snacks more often

While consumers first and foremost see salty snacks as a treat and a means to satisfy their cravings, the majority of eaters of salty snacks also indicate that they wish there were more healthy options. Furthermore, a segment of consumers, and particularly younger consumers, have a more flexible view of what salty snacks can deliver to them aside from being an indulgence. With this consideration in mind, understanding what consumers are looking for in salty snacks is essential for companies to capitalize on the growth of what is a competitive industry.



"Salty snack consumption is on the rise in Canada. The industry continues to adapt to evolving consumer needs, and it is reaping the benefits."

- Joel Gregoire, Associate Director - Food & Drink

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **The issues**
- **Competitive environment represents a challenge to sales growth**
Figure 1: Volume consumption per capita vs unit prices of snacks, 2013 vs 2018
- **Consumers point to sodium and fat as the main barriers to eating salty snacks more often**
Figure 2: Reasons for limiting salty snack consumption, February 2019
- **The opportunities**
- **Canadians are eating more salty snacks**
Figure 3: Volume consumption per capita (kilograms), 2013-18
- **Canadians are looking for healthier salty-snack options**
Figure 4: "I wish there were more healthy options" (% Agree), February 2019
- **Younger consumers assert a broader set of reasons for eating salty snacks**
Figure 5: Reasons for eating salty snacks, 18-24 year olds vs overall, February 2019
- **Canadians are looking for innovation in the segment, which includes 'hybrid' options**
Figure 6: Interest in trying salty snack innovations, February 2019
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **Salty snacks sales show a high rate of growth**
- **Growth by segment attests to diversification of salty snacks**
- **Time-pressed population opens door for convenience-centric innovation**

MARKET SIZE AND FORECAST

- **Salty snacks sales show a high rate of growth**
Figure 7: Total Canada retail value sales and fan chart forecast of snack market, at current prices, 2013-23
Figure 8: Total Canada retail value sales and forecast of snack market, at current prices, 2013-23

What's included

- Executive Summary
- Full Report PDF
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Figure 9: Total Canada retail volume sales and fan chart forecast of snack market, at current prices, 2013-23

MARKET BREAKDOWN

- **Private label’s share growth contributing to muted price inflation**
Figure 10: Snack companies’ share of retail market by volume, 2018
- **Growth by segment attests to diversification of salty snacks**
Figure 11: Snack segments value share of retail market, 2014 & 2018
Figure 12: Snack segments volume share of retail market, 2014 & 2018

MARKET FACTORS

- **Time-pressed population opens door for ‘convenience-centric’ innovation**
- **Aging population places added importance on sodium reduction**
Figure 13: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061
- **Canada’s retail landscape is evolving**
Figure 14: Store types shopped (net any grocery item), May 2018
- **Immigration fuelling Canada’s population growth**
Figure 15: Top 10 countries of birth of recent immigrants, 2011-16

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Canadians are buying more salty snacks**
- **Sodium remains the most pressing concern for consumers of salty snacks**
- **Health-related innovation leads salty snacks’ growth**

WHAT’S WORKING?

- **Canadians are buying more salty snacks**

CHALLENGES

- **Sodium remains the most pressing concern for consumers of salty snacks**

WHAT’S NEXT?

- **Premiumization will continue to support interest**
Figure 16: Epic Bites Tender Venison Steak (US), February 2018

What's included

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Figure 17: True Jerky The Old Fashioned Honey Bourbon Brisket Beef (US), March 2018
- Figure 18: Jack Daniel’s Old No. 7 Whisky Praline Pecans (US), July 2018
- Figure 19: Miss Vickie’s Harvest Cheddar & Herbs Flavoured Kettle Cooked Potato Chips (Canada), May 2017
- Figure 20: Miss Vickie’s Sour Cream & Caramelized Onion Flavour Kettle Cooked Potato Chips (Canada), March 2016
- Figure 21: Natural Nectar Oolala Porcini Rosemary & Olive Oil Potato Chips (US), February 2019
- Figure 22: Smartfood Gouda & Chive Flavour Popcorn, (Canada), March 2017
- Figure 23: Specially Selected Truffle Marcona Almonds (US), January 2019

- **Health-related innovation leads salty snacks’ growth**

- Figure 24: Ancient InGRAINed Snack Co. Ka-Pop! Rosemary Garlic Ancient Grain Popped Chips (US), March 2019
- Figure 25: Christie Ritz Crisp & Thins Smoked Chipotle Flavours Potato and Wheat Chips (Canada), July 2018
- Figure 26: Dang Seaweed Crunch Sticky-Rice Chips (US), September 2018
- Figure 27: Enjoy Life Sweet & Salty Mountain Mambo Seed & Fruit Mix (US), July 2018
- Figure 28: Woodstock Cravings Organic Power Paleo Go Snack Mix (US), October 2018
- Figure 29: Happy Healthy Human Calm Snacks (US), September 2017

- **Plant-based movement adds inspiration for category innovation**

- Figure 30: Brad’s Plant Based Strawberry Beet Crunchy Fruit Kale (US), July 2018
- Figure 31: DJ&A Shitake Mushroom Crisps (US), November 2018
- Figure 32: Gaea Carrot Snack (US), February 2018
- Figure 33: Graze Veggies Protein Power Snack Mix (US), December 2018
- Figure 34: Ocean’s Halo Maui Onion Seaweed Snack (US), July 2018
- Figure 35: Three Farmers Sriracha Slap Pea Pops (Canada), April 2018
- Figure 36: Good Health Mickey Shaped Veggie Products (US), June 2018

- **The rise of plants doesn’t mean the fall of meat**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 37: Country Archer Cayenne Beef Bar with Uncured Bacon (US), February 2019

Figure 38: Country Archer Herb Citrus Turkey Bar (US), February 2019

Figure 39: Wilde Jalapeno Chicken Chips (US), September 2018

Figure 40: Foster Farms Bold Bites Chicken with Caribbean Jerk Style Seasoning (US), February 2019

Figure 41: Fratelli Beretta Mount Olive Italian Snack Milano Salami, Nature's Finest Mix and Cashews (US), February 2019

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Potato chips lead the pack**
- **Impulsivity is key for salty snacks**
- **Opportunity to integrate salty snacks into ‘daily life’ for younger consumers**
- **Apparent openness to new and different flavours and formats**

USAGE OF SALTY SNACKS

- **Potato chips lead the pack**
Figure 42: Any usage of salty snacks in the past three months, February 2019
- **‘Healthy’ salty snacks are least likely to be eaten**
Figure 43: Meat, rice-based, and vegetable salty snacks consumption in the past three months (NET), women 18-24 vs overall, February 2019
- **Secondary choices hones focus for ‘hybrid’ salty snack combinations**
Figure 44: Consumption of salty snacks in the past three months, eaten most often vs also eaten, February 2019
Figure 45: Boulangerie Grissol Baguettes Garden Herb Toasted Snack Bread (Canada), February 2019

REASONS FOR EATING SALTY SNACKS

- **Impulsivity is key for salty snacks**
Figure 46: Reasons for eating salty snacks, February 2019
Figure 47: “Treat myself” as a reason for eating salty snacks, by gender and age, February 2019
- **Opportunity to integrate salty snacks into ‘daily life’ for younger consumers**
Figure 48: Reasons for eating salty snacks, 18-24 year olds vs overall, February 2019
- **Salty snacks can help provide an emotional boost**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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- Figure 49: Reasons for eating salty snacks related to emotions, 18-24 year olds vs overall, February 2019
- Figure 50: "Improve my mood" (% agree), by age group, February 2019
- Figure 51: Happy Healthy Human Relief Snacks (USA), September 2017
- Figure 52: Happy Healthy Human Calm Snacks (USA), September 2017

BARRIERS TO SALTY SNACK CONSUMPTION

- Sodium content and saltiness are of near equal concern for Canadians**

Figure 53: Reasons for limiting salty snack consumption, February 2019

Figure 54: Reasons for limiting salty snack consumption, sodium vs "salty", by age, February 2019
- Salty snacks are a barrier to maintaining one's weight**

Figure 55: Reasons for limiting salty snack consumption, "watching weight" vs "too much fat", by gender, February 2019

Figure 56: Special K # OwnIt, January 2, 2018
- Targeting 55-64s may provide some gains**

Figure 57: "Do not limit my consumption of salty snacks", 55-64s vs overall, February 2019

FORMAT AND FLAVOUR INNOVATION

- Apparent openness to new and different flavours and formats**

Figure 58: Attitudes towards salty snacks (% agree), February 2019

Figure 59: "I like to try unique flavours" (% agree), men vs women, February 2019
- What appeal's most to consumers provides direction for flavour combinations**

Figure 60: Appeal of flavours in salty snacks, February 2019

Figure 61: Appeal of flavours in salty snacks, by gender, February 2019

Figure 62: Appeal of flavours in salty snacks, under-45s vs over-45s, February 2019

Figure 63: Appeal of flavours in salty snacks, moms vs overall, February 2019
- Herbs can add health, flavour, and colour**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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Figure 64: Appeal of herbs as a flavour in salty snacks, women by age, February 2019

- **Extreme flavour resonates with a niche consumer set**

Figure 65: Appeal of extreme spicy as a flavour in salty snacks, by gender and age, February 2019

Figure 66: Doritos Blazed Flavored Tortilla Chips (US), May 2018

Figure 67: Doritos Sweet Chilli Heat! Flavoured Tortilla Chips (Canada), February 2018

Figure 68: Doritos Wasabi Flavored Tortilla Chips (US), June 2017

HEALTH'S IMPORTANCE TO SALTY SNACKS

- **Health is a 'secondary' consideration for salty snacks**

Figure 69: "Salty snacks are more of an indulgent snack than a healthy snack" (% agree), by age, February 2019

- **A third of consumers are looking for functional options**

Figure 70: What makes salty snacks healthy, February 2019

Figure 71: What makes salty snacks healthy – considerations related to fortification, men by age, February 2019

Figure 72: What makes salty snacks healthy – considerations related to fortification, women by age, February 2019

- **Limited demand for organic salty snacks**

Figure 73: What makes salty snacks healthy – organic, by age, February 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Sales data
- Fan chart forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

What's included

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Powerpoint Presentation

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