

Cookies - US - July 2019

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"The cookie market trails behind some US snack categories. Year-over-year growth is slower than some of the savory leaders, but outpaces confectionery and frozen options, both of which struggle with a poor perception of health. Prepared cookies make up the lion's share of sales (and growth) in the category, followed by cookie dough and cookie mixes."

- Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- **Cookie sales growth is slow**
- **Snacking is popular, but snack categories need to be on guard**
- **Future growth will require expanding occasions**

Cookie consumption is nearly universal, meaning future growth in the category will require increasing consumption frequency rather than growing consumers. Improving health positioning and diversifying formats can expand cookie occasions.

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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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