

Dips and Savory Spreads - US - March 2020

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This report looks at the following areas:

- Dips and spreads sales growth falling short of snack categories
- Rivaling the homemade occasion
- Dips and spreads are tethered to snacking and social occasions

While consumers are seemingly driven by BFY cues like freshness and ingredients, it's also important to remember that consumers snack for both fun and function, leaving indulgent options with room to succeed as well. A focus on ingredients, encouraging new and diverse occasions, and reinforcing product convenience will be important to growing engagement.



"Increased snacking and innovation in the refrigerated segment have served the dips and spreads category, pushing expected sales to reach \$4.9 billion in 2020, a 3.4% increase from 2019. There is a momentum of innovation in the category, both benefiting and challenging category players, who will need to stand out in an increasingly crowded space."

- Kaitlin Kamp, Food & Drink Analyst

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