“Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as their favorite salty snacks.”

- Beth Bloom, Associate Director - Food & Drink

This report looks at the following areas:

- How the COVID-19 pandemic is impacting salty snack consumption
- How brands are helping anxious snackers weather tough times
- Health versus indulgence? Which is more important?
- Snack opportunities and eCommerce

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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Cheese and “other” salty snacks grow category share with “nutrition” focus
Salty snacks lead the competition, but must innovate to stay relevant
COVID-19 outbreak provides an opportunity for salty snack brands

Market Size and Forecast
Salty snacks should see a 2020 bump from COVID-19

Market Breakdown
Meat snacks maintain 20% share of salty snack sales
Cheese snack boost driven by Keto craze
Popcorn bubble bursts, can be revived
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BFY options help to boost “other” salty snack growth

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Snack categories battle it out to rise with the strong snack tide

The Impact of COVID-19 on Salty Snacks
COVID-19 outbreak provides an opportunity for salty snack brands
PepsiCo maintains dominance; all leaders grow

Cheese snacks post big gains following smart innovation

Pretzels are overdue for a disruptive twist

Category moves in right direction with sugar; now how about that salt?

Company and Brand Sales of Salty Snacks

PepsiCo maintains dominance; all leaders grow

Smaller “other” brands see strongest percentage growth, but may struggle in 2020

Smaller brands gain share on segment-leading Jack Link’s

“Other” salty snack leaders hold ground; BFY, pork rind movement seen

Pretzels need a makeover

The popcorn bubble hasn’t quite burst, yet

Come on corn snacks

Basic flavors abound; spicy and sweet flavors see growth

Salty snacks move in the right direction with sugar reduction; now how about that salt?

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Make it easy to snack on the go

More reasons to snack

Feed the indulgence

The sophisticated splurge

The Consumer – What You Need to Know

Household penetration of salty snacks is strong; don’t get lazy

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- Corn snack perception tracks with cheese snacks; sodium and carbs are Achilles heel
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