The wealth of better-for-you NPD has contributed to ongoing growth for this mature market. Consumers’ ongoing appetite for more choice in healthier options, both for adults and specifically for children, signals that this area continues to offer opportunities.

– Alice Pilkington, Food and Drink Analyst

This report looks at the following areas:

- Demand for healthier products within the category remains high
- ‘Positive nutrition’ NPD can capitalise on the ‘snackification’ of mealtimes
- Focus on ethical and environmental credentials can help brands distinguish themselves

The future of the market looks positive, with it likely to continue to benefit from the spotlight on sugar and ongoing health-oriented innovation. Despite the uncertainty around the impact of Brexit, the varied role that these products play – including as a must-have for an evening in, as a meal replacement, as a nutrient top-up and even as a mood booster – will lend the market resilience.

BUY THIS REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW? This report is part of a series of reports, produced to provide you with a more holistic view of this market

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.
Table of Contents

Overview
What you need to know
Products covered in this Report

Executive Summary

The market
Volume and value growth continue and the future looks rosy
Figure 1: Forecast of UK retail value sales of crisps, savoury snacks and nuts, 2014-24

Potato-based and other snacks thrive, while popcorn’s value begins to decline
Figure 2: UK retail value sales of crisps, savoury snacks and nuts, by segment, 2018 and 2019

Mealtime ‘snackification’ and ongoing concerns over sugar benefit the market

Government’s initiatives to improve the nation’s health affect the market

Public awareness of environmental impact of plastic increases

Companies and brands
Walkers’ core range suffers whilst its other lines, and own-label, see healthy growth
Figure 3: Leading brands’ shares in the UK crisps market, by value, 2018/19*

Strong performances across some top brands and own-label in potato-based, baked and other snacks
Figure 4: Leading brands’ shares in the UK potato-based, baked and other snacks market, by value, 2018/19*

A rise in protein claims, whilst L/N/R fat claims fall in new launches

Brands improve the environmental credentials of their packaging

Adspend reaches five-year high in 2019

Walkers continues to lead in positive perceptions

The consumer
Crisps, savoury snacks and nuts usage is extremely high across all age groups
Figure 5: Types of crisps/crisp-style snacks eaten, October 2019

Taste is the overriding priority for consumers; Millennials are most focused on health
Figure 6: Crisps, savoury snacks and nuts buying factors, October 2019

Favourite flavour and brand are top factors when buying crisps for oneself
Figure 7: Factors considered most important in a crisp or crisp-style snack, October 2019

High demand for more healthier options, yet scepticism lingers over reduced-salt varieties
Figure 8: Behaviours relating to crisps, savoury snacks and nuts, October 2019

Palm oil is a turn-off; over half of users see the snacks as mood-boosting
Figure 9: Attitudes towards crisps, savoury snacks and nuts, October 2019

What we think

Issues and Insights

Demand for healthier products within the category remains high

The facts

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 │ Brazil 0800 095 9094
Americas +1 (312) 943 5250 │ China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 │ EMAIL: reports@mintel.com
The implications

'Positive nutrition' NPD can capitalise on the 'snackification' of mealtimes
The facts
The implications
Focus on ethical and environmental credentials can help brands distinguish themselves
The facts
The implications

The Market – What You Need to Know

Continuous volume and value growth over 2014-19
A positive outlook for the category over the next five years
Potato-based and other snacks thrive
Nuts continue to benefit from health halo and rise in NPD
Popcorn value begins to decline, while meat snacks continue to grow
Mealtime 'snackification' and ongoing concerns over sugar benefit the market
Government's initiatives to improve the nation's health affect the market
Public awareness of environmental impact of plastic increases

Market Size and Forecast

Continuous volume and value growth over 2014-19
Healthy innovation has supported growth
The market also benefits from wider snacking trends
A slowdown in growth in 2019
  Figure 10: UK retail value and volume sales of crisps, savoury snacks and nuts, 2014-24
Further volume growth ahead
Embedded snacking culture and healthier NPD will support growth
Growth of 15-24s and evenings in will benefit the category
  Figure 11: Forecast of UK retail value sales of crisps, savoury snacks and nuts, 2014-24
  Figure 12: Forecast of UK retail volume sales of crisps, savoury snacks and nuts, 2014-24
Forecast methodology

Market Segmentation

Potato-based and other snacks thrive
  Figure 13: UK retail value sales of crisps, savoury snacks and nuts, by segment, 2014-19
  Figure 14: UK retail volume sales of crisps, savoury snacks and nuts, by segment, 2014-19
Potato crisps/chips slip into decline
Volume sales of baked snacks drop, but values return to growth
Popcorn value begins to decline
Meat snacks see healthy growth in value sales
Nuts continue to benefit from health halo
  Figure 15: UK retail value and volume sales of nuts, by sub-segment, 2017-19
Market Drivers

- Snacking is entrenched in British habits, and encroaching upon mealtimes
- Meat snacks, nuts and high-protein savoury snacks benefit from enduring interest in protein
- National Food Strategy prompts calls for lower salt
- Calls for snacking to be banned on public transport
- Government proposes crackdown on ‘junk food’ promotions and advertising
- Parents have nutrition concerns within this category
- Public awareness of environmental impact of plastic increases
- Brands partner with TerraCycle to improve their environmentally friendly credentials
- Heavy flooding and Brexit could affect crisp prices in 2020
- Ageing population snack less but number of 15-24s set to increase
  
  Figure 16: Trends in the age structure of the UK population, 2014-19 and 2019-24

Uncertainty around Brexit and the economic outlook

Companies and Brands – What You Need to Know

- Walkers’ core crisps range suffers whilst its other lines, and own-label, grow
- Strong performances across some top brands and own-label in potato-based, baked and other snacks
- Propercorn wins share in the popcorn segment
- A rise in protein claims, whilst L/N/R fat claims fall
- Seasonal launches see adventurous innovation
- McCoy’s and Pringles tap into the popularity of world cuisine
- Brands improve the environmental credentials of their packaging
- Advertising spend reaches five-year high in 2019
- Walkers continues to lead in positive perceptions

Market Share

- Continued M&A activity in 2019
- Walkers’ core range suffers whilst its other lines see healthy growth
  
  Figure 17: Leading brands’ sales and shares in the UK crisps market, by value and volume, 2017/18 and 2018/19

- Kettle feels the pressure
- McCoy’s retains second place in crisps
- Seabrook enjoys value growth
- Strong performances across some top brands and own-label in potato-based, baked and other snacks
- Hula Hoops enjoys strong value and volume growth
- Pringles boosted by new launch activity
- Most of Walkers’ brands grow in potato-based, baked and other snacks
  
  Figure 18: Leading brands’ sales and shares in the UK potato-based, baked and other snacks market, by value and volume, 2017/18 and 2018/19

- Butterkist sales stabilise
  
  Figure 19: Leading brands’ sales and shares in the UK popcorn market, by value and volume, 2017/18 and 2018/19

- Own-label remains market leader in nuts
Launch Activity and Innovation

A rise in protein claims
- Figure 22: Share of new product launches in the UK crisps, savoury snacks and nuts market, by top 20 claims, 2015-19 (sorted by 2019)
- Figure 23: Savoury snack launches with an emphasis on protein, 2019

Growth in fibre claims...
- Figure 24: Brave Sweet Chilli Flavoured Roasted Chickpeas, 2019

Packaging revamp for KP highlights protein and fibre
- Figure 25: New pack design for KP Nuts, 2019

Graze extends Crunch range
- Figure 26: Graze Lightly Sea Salted Crunch, 2019

...while L/N/R fat and calorie claims fall

Walkers extends Oven Baked range to include vegetable crisps
- Figure 27: Walkers Oven Baked with Veg, 2019

Just 3% of launches carried L/N/R calorie claims in 2019
- Figure 28: Share of new product launches in the crisps, savoury snacks and nuts market featuring high/added fibre, L/N/R fat, high/added protein and L/N/R calorie claims, 2015-19

Propercorn extends into lentil chips with less than 100 calories

Sainsbury’s ‘Taste of the Future’ helps emerging snack brands get a foothold

Innovation using more unusual base ingredients continues
- Figure 29: Not Corn Sweet & Salty Popped Sorghum, 2019

Popped lotus seeds have burst onto the snacking scene
- Figure 30: Guruji Salt & Cacao Popped Lotus Seeds, 2019

Nairn’s diversifies into popped snacks
- Figure 31: Nairn’s Pop Oats Sour Cream & Chive Popped Oat Snacks, 2018

Walkers unveils Hint of Salt line

Brands improve the environmental credentials of their packaging

Smaller brands explore greener materials
- Figure 32: Just Natural Organic Blanched Almonds with compostable packaging, 2019
- Figure 33: Two Farmers Salt & Cider Vinegar Herefordshire Hand-Cooked Crisps, 2019
- Figure 34: Natural Selection Raw Crunchy Cashew Nuts, 2020

Graze sets out an ambitious plastic reduction plan

Brands respond to food waste
- Figure 35: Savoury snack launches with an emphasis on tackling food waste, 2019

Meat snacks see a rise in NPD...
- Figure 36: Recent meat snack launches, 2019

…and vegan jerky alternatives start appearing on shelves
- Figure 37: Examples of vegan jerky, 2019
Walkers adds to the Max range
Seasonal launches see adventurous innovation
Figure 38: Examples of seasonal launches, 2019

International flavours continue to attract NPD
Retailers look to world flavours in their premium ranges

International snack and dip products emerge
KP Snacks responds to popularity of Mexican flavours with McCoy’s Muchos

Pringles launches Rice Fusions
Shoppers poll chooses new Pringles Piri Piri flavour

Old El Paso launches Tortilla Bowl format
Figure 39: Old El Paso Tortilla Bowls with Sea Salt, 2019

Danone launches an allergy-friendly kids’ range
Figure 40: Marty’s Barbeque popped Chickpea Chips, 2019

Innovation in ‘savoury’ snacks

Advertising and Marketing Activity

TV advertising loses spend, digital and cinema
Figure 41: Total above-the-line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, by media channel, 2015-19
Figure 42: Total above-the-line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, by advertiser, 2015-19

Walkers enlists the Spice Girls to kick off ‘Too Good to Share’...
...maintaining the message throughout its campaigns

Walkers spends big on Mariah Carey for Christmas

Pringles marks new launch with £3 million campaign
Peperami supports repositioning with seven-figure marketing campaign

KP Snacks supports Tyrrells with "Tyrrellbly Tyrrellbly tasty" campaign
KP partners with Movember to raise awareness for men’s health

KP Snacks makes significant investment in Flavarings
Flavour calls for McCoy’s Muchos

Butterkist campaign encourages consumers to ‘get things popping’

Criticism of cricket tournament for KP Snacks sponsorship

Graze goes big on advertising

Brand Research

Brand map
Figure 43: Attitudes towards and usage of selected brands, December 2019

Key brand metrics
Figure 44: Key metrics for selected brands, December 2019

Brand attitudes: Walkers sets itself apart on positive perceptions
Figure 45: Attitudes, by brand, December 2019

Brand personality: Pringles wins on the fun factor
Figure 46: Brand personality – macro image, December 2019
Walkers is the most traditional, family-friendly brand

The Consumer – What You Need to Know

Usage is extremely high across all age groups
- Usage is extremely high across all age groups
- Taste is the overriding priority for consumers
- Millennials are most focused on the healthiness of savoury snacks
- High demand for more healthier options for adults and children...
- ...but consumers are sceptical of reduced-salt varieties
- More vegan options interest nearly half of 16-34s
- Palm oil puts 48% of users off snacks
- Over half of users see the snacks as mood-boosting
- ‘Snackification’ of mealtimes provides opportunities for high-protein NPD

Usage of Crisps, Savoury Snacks and Nuts

Usage is extremely high across all age groups
- Young women have the broadest repertoires
- Crisps enjoy greatest popularity
- Nuts benefit from health halo
- Meat snacks and popcorn enjoy highest popularity amongst 16-24s
- Baked savoury snacks’ popularity demonstrates interest in healthier options
- Over a third choose hand-cooked snacks
- Over a third choose hand-cooked snacks

Frequency of Eating Crisps, Savoury Snacks and Nuts

Crisps and crisp-style snacks enjoy most frequent usage
- Popcorn fails to carve a place as a daily snack
- Nuts buck trend of other subcategories’ youth bias in usage frequency

Crisps, Savoury Snacks and Nuts Choice Factors

Taste is the overriding priority for consumers
- Only a third prioritise healthiness
- Millennials are most focused on how healthy their savoury snacks are
- Price is less important than taste
- Ethical and environmental considerations aren’t a huge priority...
...but a proactive approach can nonetheless garner interest and create standout

Favourite flavour and brand are top factors when buying crisps for oneself
Figure 55: Factors considered most important in a crisp or crisp-style snack, October 2019

Opportunity for new twists on favourite flavours

Behaviours Relating to Crisps, Savoury Snacks and Nuts

High demand for more healthier options for adults

Alternative base ingredients hold potential
Figure 56: Behaviours relating to crisps, savoury snacks and nuts, October 2019

A rounded better-for-you proposition is needed

Three in four parents think there should be more healthier snacks for children

Consumers sceptical of reduced-salt varieties

More vegan options interest nearly half of 16-34s

Palm oil puts 48% of users off snacks
Figure 57: Brave Dark Chocolate Flavoured Roasted Chickpeas back packaging detail, 2019

Local ingredients would be popular with over half of consumers

Attitudes towards Crisps, Savoury Snacks and Nuts

Over half of users see the snacks as mood-boosting

Scope to further build on feelgood connotations
Figure 58: Attitudes towards crisps, savoury snacks and nuts, October 2019

‘Snackification’ of mealtimes provides opportunities for high-protein NPD

Interest in organic options is high

Snacks play a significant role in Big Night In

Appendix – Data Sources, Abbreviations, and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology
Figure 59: Total UK retail value sales of crisps, savoury snacks and nuts, best- and worst-case forecast, 2019-24
Figure 60: Total UK retail volume sales of crisps, savoury snacks and nuts, best- and worst-case forecast, 2019-24

Appendix – Market Share

Figure 61: Leading manufacturers’ sales and shares in the UK crisps market, by value and volume, 2017/18 and 2018/19
Figure 62: Leading manufacturers’ sales and shares in the UK potato-based, baked and other snacks market, by value and volume, 2017/18 and 2018/19
Figure 63: Leading manufacturers’ sales and shares in the UK popcorn market, by value and volume, 2017/18 and 2018/19
Figure 64: Leading manufacturers’ sales and shares in the UK nuts market, by value and volume, 2017/18 and 2018/19
Figure 65: Leading manufacturers’ sales and shares in the UK meat snacks market, by value and volume, 2017/18 and 2018/19

Appendix – Launch Activity and Innovation

Figure 66: Share of product launches in the UK crisps, savoury snacks and nuts market, by sub-segment, 2015-19 (sorted by 2019)
Appendix – Advertising and Marketing Activity

Figure 67: Total above-the-line, online display and direct mail advertising expenditure on crisps, savoury snacks and nuts, by advertiser, 2015-19

Appendix – Brand Research

Pringles user profile
Figure 68: User profile of Pringles, December 2019

Walkers user profile
Figure 69: User profile of Walkers, December 2019

Tyrrells user profile
Figure 70: User profile of Tyrrells, December 2019

Doritos user profile
Figure 71: User profile of Doritos, December 2019

Kettle user profile
Figure 72: User profile of Kettle, December 2019

McCoy’s user profile
Figure 73: User profile of McCoy’s, December 2019

Popchips user profile
Figure 74: User profile of Popchips, December 2019