

A YEAR OF INNOVATION IN SALTY SNACKS AND FRUIT MIXES, 2023

Snack companies are responding to consumer interest in nutritional benefits, while unique and limited edition flavours are inspiring launch activity.



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Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- The Future of Salty Snacks

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: health guidance labels are increasingly being adopted by snack brands

- Consumers are looking for guidance on the healthiness of snacks
- Nutritional labels are increasingly featuring on salty snack and fruit mixes
 - Graph 1: salty snacks and fruit mix launches, by % of launches with traffic light labelling* or Nutri-Score* in the product description, 2018-23
- Nutri-Scores and traffic light labels help consumers to make informed snacking decisions

Europe: nut producers embrace interest in plant-derived nutritional density

- Snack consumers are turning to nuts as a rich source of nutrients
- Better-for-you claims in nuts are niche, but trending upwards
- Nutritional attributes take centre stage on these nut products
- Brand renovation/innovation: Generation snack launches potato chips in a serving tray carton

The Middle East & Africa (MEA)

- High-protein puffs emphasise the use of natural ingredients

ASIA PACIFIC (APAC)

Asia: flavour innovation in salty snacks and fruit mixes

- Consumers are seeking out new and exotic flavours
- Snack brands innovate around flavours and textures
- The popcorn category in Hong Kong is a hotbed of flavour innovation

Asia: salty snack and fruit mix brands react to consumer interest in plant-based recipes

- Meat snacks alternatives can be a gateway into the plant-based category
- Vegan, vegetarian and plant-based claims make inroads in the salty snack and fruit mix categories in Asia
 - Graph 2: salty snacks and fruit mix launches, by select claims, 2018-23
- Brands are offering plant-based alternatives to meat snacks

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Australia and New Zealand

- Snack brands in Australia are turning up the flavour and texture experience
- Brand renovation/innovation: Kettle launches chips which celebrate Australian native flora

THE AMERICAS

North America: consumers are hungry for flavour innovation

- Seasonal and limited edition snacks appeal to consumers seeking novel flavours
- Limited edition, seasonal and co-branded launches see modest growth
 - Graph 3: salty snacks and fruit mixes launches, by share of select claims, 2018-23
- Potato chip brands use limited edition, seasonal and co-branded launches to push the boundaries of flavour innovation
- Brand renovation/innovation: Fillo's launches shelf stable, ready-to-eat tamales

North America: health credentials are increasingly considered by snack consumers

- Consumers are willing to make some flavour compromises for a healthier snack
- Nuts account for a growing share of snack launches
 - Graph 4: salty snacks and fruit mixes launches, by launch share, 2019-23
- Snack brands turn to nutritionally dense ingredients including nuts, superfoods and vegetables
- Brand renovation/innovation: Toodaloo launches functional snack mixes with adaptogenics

Latin America

- Natural snacks are a priority for some consumers
- Consumers are increasingly seeking out more natural snacks
 - Graph 5: salty snacks and fruit mixes launches, by select claims, 2018-23
- Snack brands are highlighting natural and clean label recipes

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