

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.



Mikolaj Kaczorowski,
Innovation Analyst



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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