

A YEAR OF INNOVATION IN SALTY SNACKS AND FRUIT MIXES, 2024

Salty snack brands are focusing on flavour innovation. Additionally, brands are striving to convey a more planet-friendly and better-for-you appeal.



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Report Content



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

EUROPE, MIDDLE EAST & AFRICA (EMEA)

Europe: sustainable packaging claims continue to rise among salty snacks and fruit mix launches

- Consumers expect companies to employ sustainable initiatives
- Salty snacks and fruit mixes brands focus on more sustainable packaging
 - Graph 1: salty snacks and fruit mix launches, by share of select claims, 2019-24
- Brands are using paper and reduced plastic types of packaging formats
- Brand renovation/innovation: Biogena launches functional snacks

Europe: flavour innovations can excite category interest

- Consumers are on the lookout for new flavour experiences
- Snack brands tempt consumers with novel and innovative flavours
- Snack brands dial up the memorable eating experience with a diversity of textures

The Middle East & Africa (MEA)

- Salty snack brands celebrate local production and ingredient sourcing

ASIA PACIFIC (APAC)

Asia: salty snack and fruit brands are increasingly embracing social media

- Consumers use social media to learn about new product launches and engage with their favourite brands
- Social media claims are increasingly seen on salty snacks and fruit mixes
 - Graph 2: salty snacks and fruit mix launches, by share of social media claim, 2019-24
- Brands use social media to link to special features and promotions

Asia: salty snack and fruit mix brands cater to consumer interest in fibre- and protein-rich diets

- Consumers are interested in seeing high protein and fibre snack options
- High fibre and protein claims continue to grow in salty snack and fruit mix launches
 - Graph 3: salty snack and fruit mix launches, by share of select claims, 2019-24
- Salty snack brands are flagging up fibre and protein content

Australia & New Zealand

- Vegan and plant-based salty snack brands highlight protein content

THE AMERICAS

North America: salty snack and fruit mix brands are increasing their use of additives and preservatives

- Salty snack and fruit mix consumers look for all-natural ingredient lists
- Preservative- and additive-free claims continue to decline in salty snack and fruit mix launches
- Salty snack and fruit mix brands highlight additive- and preservative-free recipes
- Brand renovation/innovation: Rivalz launches better-for-you stuffed snacks

North America: salty snack brands drum up excitement with flavour innovation

- New flavour is a significant purchase driver for snack consumers
- Novel and niche ingredients help to differentiate innovative launches
- Novel and niche ingredients help to differentiate innovative launches, continued...

Latin America

- Low fat claims have been declining in salty snack and fruit mix launches in Latin America
 - Graph 4: salty snacks and fruit mix launches, by share of select claims, 2019-24
- Snack brands highlight no and reduced fat launches

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