

# SALTY SNACKS – US – 2024

Salty snacks are all about the crave, creating an ever-present opportunity for fun new flavors and textures.



John Owen, Associate  
Director - Food and  
Retail



# Salty Snacks - US - 2024

## This report looks at the following areas:

- Consumption of different types of salty snacks and changes in consumption
- Motivations and occasions for eating different types of salty snacks
- Attitudes toward salty snacks
- Interest in salty snack innovation
- Salty snack sales and market share trends
- Trends in salty snack innovation



Salty snacks are all about the crave, creating an ever-present opportunity for fun new flavors and textures.

## Overview

Even as snacking has grown more prevalent and the motivations for snacking more varied, salty snacks are still all about the crave. Flavor and texture are essential ingredients for any salty snack, and a steady stream of innovation in these areas fuels the market. Fun new flavors and salty snack experiences have the potential to keep the most frequent snackers engaged and even draw lighter users back in.

In spite of all the fun, concern over the healthfulness of salty snacks can limit consumption, creating an opportunity for snacks featuring better-for-you ingredients or promising functional health benefits. Still, while these snacks might fit well with the more holistic and healthful view of snacking that many young snackers have embraced, to succeed they must also pass the crave test.

**BUY THIS REPORT NOW**

**€4400.00 | £3695.00 | \$4995.00\***

**[store.mintel.com](https://store.mintel.com) | [store@mintel.com](mailto:store@mintel.com)**

Americas: +1 (312) 932 0400  
China: +86 (21) 6032 7300  
Germany: +49 (0) 211 3399 7411  
India: +91 22 4445 1045  
Singapore: +65 6653 3600  
Thailand: +66 2 821 5122  
UK: +44 (0) 20 7606 4533

\*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

**MINTEL**

# Report Content

## Key issues covered in this Report

- Overview

## EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market size & forecast
- Market predictions
- Opportunities

## CONSUMER INSIGHTS

### Salty snack consumer fast facts

#### Salty snack consumption

- Salty snacks as universal as snacking overall
- Salty snacks as universal as snacking overall
  - Graph 1: past-three-month consumption of salty snacks, 2023
- Younger adults reach for a wider variety of salty snacks
  - Graph 2: past-three-month consumption of salty snacks, by age and gender, 2023

#### Changes in salty snack consumption

- Snacking on the rise among younger adults
  - Graph 3: change in salty snack consumption, by gender and age, 2023
- Opportunity to increase salty snack consumption even among frequent snackers
  - Graph 4: motivations to increase salty snack purchase, by change in consumption vs last year, 2023

#### Motivations and occasions for eating different types of salty snacks

- It's all about the crave
- It's all about the crave
  - Graph 5: motivations and occasions for eating salty snacks – NET – any snack, 2023
- More frequent users find more ways to use salty snacks
  - Graph 6: motivations and occasions for eating salty snacks – NET – any snack, by change in consumption vs last year, 2023
- Meat snacks stand apart in playing a more functional role

## Salty snack behaviors

- Young snackers on the lookout for new flavors
- Young snackers on the lookout for new flavors
  - Graph 7: salty snack behaviors, by age, 2023
- Health concerns create space for alternative salty snacks
  - Graph 8: salty snack behaviors, by change in consumption vs last year, 2023

## Salty snack attribute associations

- Popcorn sets the standard in taste, health, and value
- Popcorn sets the standard in taste, health, and value

## Attitudes toward salty snacks

- Young snackers less likely to express health concerns
  - Graph 9: attitudes toward salty snacks, 2023

## Interest in salty snack innovation

- Snackers put flavor first
  - Graph 10: interest in salty snack innovation, 2023
- Seasonal varieties have appeal across the board
  - Graph 11: interest in salty snack innovation, by change in consumption vs last year, 2023

# COMPETITIVE STRATEGIES

## Launch activity and innovation

- Flavourscape AI focus: bold, familiar flavor combinations move salty snacks
- Reimagining microwave popcorn
- Alternative snacks turn up the heat
- Multi-textures and fun flavors

## Marketing and advertising

- Adding sweet to salty represents opportunity for category, especially Hershey
- Partnerships help keep brands fresh
- Aligning with a healthier, more functional view of snacking

## Opportunities

- Elevated prices give retailers an opportunity to make gains with private label
- Salty snacks can serve as a differentiation platform for retailers

## THE MARKET

### Market context

#### Market drivers

- Inflation has cooled, but a degree of uncertainty still weighs on the market
  - Graph 12: change in salty snack consumption, by personal financial situation, 2023
- Assessment of personal financial situation
  - Graph 13: assessment of personal financial situation, 2022-24
- Snacking: a way of life
  - Graph 14: snacking frequency, 2023
- An opportunity to build on the crave
  - Graph 15: reasons for snacking overall, 2023

#### Market size and forecast

- Continued steady, slow growth for salty snacks
- Retail sales and fanchart forecast of salty snacks
- Retail sales and forecast of salty snacks

#### Market segmentation

- Other snacks lead diverse category
  - Graph 16: segment share of total salty snack sales, 2023 (est)
- Small but mighty: corn snacks drive strong growth
- Retail sales of salty snacks by segment
  - Graph 17: total sales of salty snacks, by segment, 2018-23
- Retail sales and forecast of salty snacks, by segment

#### Market share/brand share

- PepsiCo strengthens its grip on the category
- US: multi-outlet sales of salty snacks, by leading companies, rolling 52 weeks 2022 and 2023
- Jack Link's faces increased competition in meat snacks
- Meat snacks brand sales and share
- Private label popcorn outpaces name brands in share gains
- Popcorn brand sales and share
- Cheetos leverages size and variety to dominate cheese snacks
- Cheese snacks sales and brand share
- Dot's paces pretzels with flavor and variety
- Pretzels sales and brand share
- PepsiCo corners the corn snack segment

- Corn snacks sales and brand share
- PepsiCo leads catch-all other snacks segment
- Other snacks sales and share

### APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast
- Forecast fan chart
- Total market (inflation-adjusted)
- Meat snacks (current prices)
- Meat snacks (inflation-adjusted prices)
- Popcorn (current prices)
- Popcorn (inflation-adjusted)
- Cheese snacks (current prices)
- Cheese snacks (inflation-adjusted prices)
- Pretzels (current prices)
- Pretzels (inflation-adjusted prices)
- Corn snacks (current prices)
- Corn snacks (inflation-adjusted prices)
- Other salty snacks (current prices)
- Other salty snacks (inflation-adjusted prices)

**Disclaimer**

This is marketing intelligence published by Mintel.  
The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([see Research Methodology Americas for more information](#)).

**Terms and Conditions of use**

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

**Published by Mintel Group Ltd**

[www.mintel.com](http://www.mintel.com)  
email: [store@mintel.com](mailto:store@mintel.com)

**Help desk**

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850