

THE FUTURE OF SALTY SNACKS: 2019

Global Annual Review: what's now and what's next for the salty snack market.



A Mintel Analyst, Global Analyst



Report Content

- A look back, and a look ahead

THE BIG STORIES

- Mintel's perspective

Blurring the boundaries

- Is it a snack or is it a meal?
- Is it a cracker, a crisp, or a chip?
- As long as it delivers on taste, the name is not important

Is quality winning over quantity?

- Graph 1: most important factors when choosing crisps, nuts and salty snacks, 2018
- Wellness front-and-center on large and small packages
 - Graph 2: frequency of looking for healthy products when choosing a healthy snack, 2018

A look at meat snacks in the age of vegan everything

- Meat snacks emphasize their protein content
- A growing cohort of consumers seek protein elsewhere
- Some meat snack manufacturers are taking the transition to plant protein into account

IN THE NEXT TWO YEARS

- Mintel's perspective

Share the space with other snacks

- Cheese, meat, fruit and vegetables are joining forces
- Meat, biscuits and veg, but little in the way of salty snacks
- Pretzels are finding a place in snack packs; potato chips and other salty snacks can follow

Tailoring snacks for different demographics

- Focus snacks more closely on specific groups
- Snacks focus on kids, but few other demographic groups
- Snacks targeting specific groups

Flavor migration continues

- Honey butter took Asia by storm, but it is only slowly moving into other markets
- Chocolate gains across markets

The Future of Salty Snacks: 2019

- Which flavors are set to make the cross-continental leap?

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Competing for the next big thing

KEY MARKET DATA

- Nuts, fruit snacks and potato snacks dominate launch activity
 - Graph 3: Snacks, new product launches, by sub-category, 2018
- Flavors of nuts, potato snacks, corn-based snacks, wheat & other grain-based snacks
- The US and Netherlands lead in per capita consumption
 - Graph 4: Salty snacks, per capita consumption, top countries, 2018 (estimates)
- China is far ahead in volume sales of snack foods
 - Graph 5: Snack food, volume sales, top 10 countries, 2018 (estimates)
- China and the US lead in new product launches
 - Graph 6: Salty snacks, new product launches, top 10 countries, 2018

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