

THE FUTURE OF SALTY SNACKS: 2020

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



A Mintel Analyst, Global Analyst



Report Content

- Mintel's perspective

THE BIG STORIES

- Mintel's perspective

Imaginative flavors continue to drive innovation

- "Flavor" is the top reason for choosing a snack
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- Innovative flavors include complex combinations
- The "push and pull" of flavor innovation

Healthy or indulgent? More snacks do double time

- Consumers don't snack to be healthy
- Consumers don't snack to be healthy
- But they want healthy snacks
- A little bit of health, a little bit of fun

The challenge of organic

- Less than 10% of launches in 2019 were organic
- Organic is important, for some food
- Organic is important, for some food
- Innovation in organic snacks, and organic versions of "classics"

IN THE NEXT TWO YEARS

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Understanding why we snack, and meeting those needs

- Make crave-able snacks
- Socializing and sharing packs
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- Energy-boosting

Meat snacks vs "meaty" snacks

- Acceptance of meat snacks varies dramatically in different regions
- The Asian approach involves using the whole animal for snack ingredients
- Plant-based diets lead to plant-based "meat" snacks

The Future of Salty Snacks: 2020

The "other" evening snack opportunity

- Three times a day or more...
- Snacking before bedtime
- Snacks are only starting to explore relaxation and sleep benefits

IN FIVE YEARS AND BEYOND

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- Snack food and plastic particles
- "It's in my DNA to eat those salty snacks"
- "It's in my DNA to eat those salty snacks"
- "Grow your own" snacks

KEY MARKET DATA

- China leads in volume sales of snacks
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 - Graph 1: snack foods*, volume sales (000 tonnes), top 10 markets, 2019 (est)
- Per capita consumption is led by US snackers
 - Graph 2: snack foods*, per capita consumption (kg/capita), top 10 markets, 2019 (est)
- Innovation in snacks starts with nuts, fruit snacks and potato snacks
 - Graph 3: launches of snacks, by subcategory, 2019
- China and US lead in snack food launches in 2019
 - Graph 4: launches of snacks, by market, 2019
- Five top flavors in six top snack categories

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