

THE FUTURE OF SALTY SNACKS: 2023

Salty snacks are poised to enter a new era of innovation in the areas of sustainable production, ingredient diversity and consumer engagement.



Jolene Ng, Senior Food
and Drink Analyst



Report Content

- Meet Mintel's salty snack expert
- Now, next and beyond

WHERE WE ARE NOW

- Rising prices have challenged the market
- Snacking is still a priority in financially challenging times
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

Future-proofing supply chains

- Uncertainties continue to hang over snack ingredients
- Blends can tackle ingredient shortages while delivering health benefits
- Maslin, a climate-resilient crop blend, is poised to be the next grain snack
- Air fried chips benefit both manufacturers and consumers
- Ingredient development that extends shelf life of frying oil could help companies with cost savings

Different indulgences will grow in tandem

- Apply different expressions of indulgence to cater to diverse consumer needs
- Help consumers 'indulge' to benefit their physical and mental wellbeings
- Brands link their expressions of indulgence to clear consumer needs
- Advances in ingredient technology allow permissible options to still taste great
- Nuts, already healthy snacks, can play up on indulgence
- Ingredients with specific functionalities help consumers indulge healthily

Innovation will charge forward

- Product renovation took precedence during COVID-19
 - Graph 1: salty snack launches, by launch type, 2019-22
- Continued innovation is the key to remaining competitive
- Big companies are investing in AI to speed up product innovation
- Flavour will be the driving force behind salty snack innovation
- Drive appeal through different flavour inspirations
- Bolder textures and colours tap into experiential snacking
- Focus on purpose-led brand innovation

The Future of Salty Snacks: 2023

- Graph 2: selected environmental and ethical claims in salty snacks, 2022

- Innovation that serves the underserved

IN THE NEXT FIVE YEARS

- Mintel's perspective
- Salty snacks can be a solution for 'emergency' food
- Big companies will start to invest in tech start-ups that provide sustainable solutions
- The metaverse can bridge digital and physical experiences for salty snacks

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([See Research Methodology 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

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