The Future of Snacks: Category Convergence, NPD and Key Trends Driving Growth Opportunities In Snacks

Description: Identify and anticipate key market trends and new product development opportunities with this new management report.

The global snacks market is undergoing fundamental changes that are redefining the way manufacturers develop, produce and market their products. Increasing concerns over the link between unhealthy foods and obesity, restriction on advertising to kids and the ban on snack vending machines in schools are some of the challenges that are reshaping the market and driving category convergence. ‘The Future of Snacks: Category convergence, NPD and key trends driving growth in snacks’ is a new management report that examines the underlying factors driving the snacks market, assesses the impact of new product development and offers actionable recommendations for future strategic success. It is based on extensive analysis of over 5,000 new product launches and the results of proprietary global survey of industry opinions. This new report will help you to understand the impact of key market trends, regulation and changes in demographics and behaviour on the snacks market and create effective strategies to exploit new and emerging revenue opportunities.

This new report will enable you to:
- Create more effective snacks NPD strategies with this report’s actionable recommendations and analysis of the NPD strategies of leading snacks companies including Danone, Frito-Lay, Kraft, Masterfoods, Kettle Foods and Walkers.
- Assess the savory snack foods competitive landscape by country using the market value data and forecasts to 2009 in this report detailing the US, France, Germany, Italy, Japan, Netherlands, Spain, Sweden and the UK.
- Understand how to develop, market and distribute your products more effectively using the results of our proprietary industry opinion survey of senior executives.
- Identify new and emerging target audiences and snacking occasions with this report’s analysis of changing consumer demographics and its impact on snacking behavior.

Key issues examined in this report:
- Snacks are no longer restricted to the traditional categories of processed, potato chips, snack bars, popcorn, nuts and seeds. Bakery and cereals, fruit and vegetables and dairy represent examples of new and emerging snack categories.
- Obesity and unhealthy foods. The debate about obesity is having an increasingly negative impact on the snacking industry's image and sales.
- The convergence of health and premium in snacks' NPD. Through extensive analysis of new product launches, this report highlights the key trends in NPD innovation with specific focus on the convergence of the two key trends, health and premium.
- Advertising of unhealthy foods. The report analyzes the impact of the ban of advertising of unhealthy foods to kids on the snacking industry and the alternative strategies adopted by leading players.

Your questions answered:
- What are the key threats to the future of the snacks market and what strategies are market leaders creating to address them?
- Which product segments within the snacks markets offer the greatest potential for growth?
- What are the key trends in snacks NPD?
- Which country is the most innovative in snacks?
- How is the snacks market changing and what growth opportunities does this present for the future?
- What are the key drivers for the future of NPD innovation?
- Who are the leading innovators in snacks?
- How and why has the snacks category converged with other sectors such as dairy, bakery and fruit and vegetables?

Some key findings from this report include:
- The US savory snacks market is the largest and most dynamic of the world's nine key markets, with an estimated total value in 2006 of $19.5bn and a forecast CAGR of 5.5% for the 2006-09 period.

- The 'Mid-afternoon' daypart offers the highest expected growth in terms of snacking occasion, with 54.9% of respondents rating it as a high or the highest growth occasion.

- Category convergence is growing between snacks and other food groups particularly fruit, vegetables and dairy. This is being driven by health concerns including obesity.

- The key trends in indulgent snacking are authenticity, exotic flavors, super-premium snacks and the combining indulgence and health through the fortification of snacks with healthy ingredients including omega-3, antioxidants and plant sterols.

- Snacking occasions are forecast to increase significantly compared to overall eating occasions from 2004 to 2008. The largest growth will be in the US (3.6%) and France (3.5%).

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