Salty Snacks in the U.S., 4th Edition

Description:
While potato chips continue to be the big revenue driver for salty snacks, strong growth in the ready-to-eat popcorn/caramel corn category and with alternative fruit and vegetable (i.e., non-potato) chips led the salty snack segment in terms of sales growth in 2015. Both of these categories fit nicely with the fast-growing trend of “better-for-you snacking” while also providing the sense of indulgent satisfaction most snackers still crave. The $22.5 billion salty snack market in 2015 also saw an incredible proliferation of flavors appearing on snacks hitting the shelves, from unique tastes such as Tom Yum soup on pretzels, to more traditional but almost new again sweet and salty combinations on traditionally savory snacks such as potato chips and tortilla chips. These trends will continue to be crucial for marketers to embrace over the next five years, with the increasing number of snacking instances helping to push the salty snack market to $27.0 billion by 2020.

What You’ll Get in This Report
This fourth edition of Salty Snacks in the U.S. provides an in depth analysis of salted snack products and sales through all channels in the U.S. market, focusing on the key categories of snacks driving the market and highlighting the trends that are driving sales. No other market research report provides both the comprehensive analysis and extensive data Salty Snacks in the U.S., 4th Edition offers. Moreover, all information and analyses in the report is highly accessible, presented in concise text and easy-to-read and practical charts, tables, and graphs.

Report Methodology
The information in Salty Snacks in the U.S., 4th Edition was obtained from primary datasets including IRI's Infoscan from its multi-outlet (MULO)-tracked point of sale data, SPINS SPINSscan point-of-sale data from natural channel grocers, and consumer survey data compiled by Experian Simmons. Other primary research includes interviews with salty snack experts, on-site examination of retail and service provider venues, and Internet canvassing including websites and blogs. Secondary research includes information- and data-gathering from consumer business and trade publications, company profiles, and the extensive food & beverage research database and report collection.

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