Healthy-Ingredient Snacks in the U.S., 2nd Edition

Description:

This second edition of Healthy-Ingredient Snacks in the U.S. provides an in depth analysis of healthy-ingredient 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 driving sales. The report covers sales of snack bars, snack nuts, fruit snacks, and trail mixes, as well as adding the meat snack category for this latest report edition. No other market research report provides both the comprehensive analysis and extensive data Healthy-Ingredient Snacks, 2nd 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 Healthy-Ingredient Snacks, 2nd Edition was obtained from primary datasets including IRI's Infoscan from its multi-outlet (MULO)-tracked point of sale data, consumer survey data compiled by Experian Simmons, and the National Consumer Survey. Other primary research includes interviews with healthy-ingredient 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.

Contents:

Chapter 1: Executive Summary
Scope and Methodology
The Market
Figure 1-1 U.S. Retail Sales of Healthy-Ingredient Snacks, 2011-2020 (in billions of dollars)
Sales by Category
Table 1-1 U.S. Retail Category Sales of Healthy-Ingredient Snacks, 2014-2020 (in millions of dollars)
Sales by Channel
Sales and Market Trends
Market Opportunities and Drivers
Marketers and Brand Shares
Acquisitions and Mergers
Major Food Producers Get Into Meat Snacks
Hershey Diversifying Away from Candy
Marketing and Retail Trends
Clean Labeling and GMO Labeling
Retailers Marketing Private Label Healthy Snacks
Grocery Channel Trends
Convenience Store Trends
Mass Merchandisers Slow to Respond to Healthy Eating Trends
New Product Trends
Consumer Trends
Popularity of Healthful Snacking
Figure 1-2 Snack Preference Sentiments, 2015 (percent)
Healthy Snackers Prefer Healthy Lifestyles
Food and Health Trends
Demographics of Healthy-Ingredient Snacking
Chapter 2: Market Projections and Opportunities
Key Points
Scope
Methodology
Market Opportunities and Drivers
“Free From” Remains a Top Marketing Trend
Illustration 2-1: Urban Raccoon’s Grainless Bars with its many “free from” callouts
Gluten-Free Still Hot
Illustration 2-2: Nature Valley Simple Nut Bar gluten-free snack bar

Free-From Gets Extended for Meat Snacks

Increased Health Awareness in Snackers

Figure 2-1 Level of Agreement with Statement, “I Usually Only Snack on Healthy Foods,” 2005–2015 (percent of adults)

Younger Americans Believe they Eat Healthier

Figure 2-2 Perceived Healthfulness of Diet by Age Bracket, 2016 (percent of adults)

Figure 2-3 Snack Use at Home: Percent Consumed by Children in the Household for Selected Types of Snacks, 2016 (in households with children)

Improving Health Perceptions of Snack Ingredients key for Segment Growth

A Protein High

Bite-Size Snacks and Single-Serve Sizing

Reducing Sugar to Improve Healthfulness

The Use of “Natural” Set to Shift

Figure 2-4 Important Food Labeling Terms for Adults, 2016 (percent)

Consumers Demand Innovative Flavors

When a Snack Is Just a Snack

Figure 2-5 Reasons for Eating Snack Bars, 2016 (percent)

Market Forecast

Table 2-1 U.S. Retail Sales Forecast of Healthy-Ingredient Snacks, 2015-2020 (in millions of dollars)

Table 2-2 U.S. Retail Category Sales Forecast of Healthy-Ingredient Snacks, 2015-2020 (in millions of dollars)

Chapter 3: Market Size and Segmentation

Key Points

Healthy-Ingredient Market Continues Steady Growth

Table 3-1 U.S. Retail Sales of Healthy-Ingredient Snacks, 2010-2015 (in millions of dollars)

Sales by Category

Table 3-2 U.S. Retail Sales of Healthy-Ingredient Snacks by Category, 2015 (in millions of dollars)

Figure 3-1 Dollar Sales and Percentage Growth for Healthy-Ingredient Snacks by Category, 2015 (in millions of dollars and percentage change)

Sales by Channel

Figure 3-2 Share of U.S. Healthy-Ingredient Snack Sales by Retail Channel, 2015 (percent)

Sales in the Convenience Channel

Sales and Market Trends

IRI MULO-Tracked Sales Trends

Table 3-3 IRI MULO-Tracked Mass-Market Sales of Healthy-Ingredient Snacks: By Category, 2015 (in millions of dollars, units, and volume measures and percentage change)

Sales, Unit, and Volume Market Growth Trends

Figure 3-3 Growth in IRI MULO-Tracked Healthy-Ingredient Snack Sales: By Category, 2015 (percent)

Trends in Dried Fruit

Table 3-4 IRI MULO-Tracked Mass-Market Sales of Dried Fruit Snacks, 2015 (in millions of dollars, units, and volume measures and percentage change)

High Volume Snacking Trends

Table 3-5 Healthy-Ingredient Snacks Consumption in Last 30 Days: By Category, 2005 vs. 2015 (in thousands of adults and number of snacks)

Chapter 4: The Marketers

Key Points

Marketers and Brand Shares

Competitive Highlights of Healthy-Ingredient Snack Categories

Figure 4-1 Usage Rates for Selected Brands of Healthy-Ingredient Snacks, 2015 (percent of households)

Meat Snacks

Table 4-1 IRI MULO-Tracked Mass-Market Sales of Meat Snacks (in thousands of dollars and market share and percent change)

Table 4-2 Usage Rates for Selected Brands of Meat Snacks, 2015 (number and percent of households)

Figure 4-2 Usage Rate Trends for Selected Brands of Meat Snacks, 2005–2015 (percent of households)

Nut Snacks

Table 4-3 Usage Rates for Selected Brands of Nut Snacks, 2015 (number and percent of households)

Figure 4-4 Usage Rate Trends for Selected Brands of Nut Snacks, 2005–2015 (percent of households)

Granola, Cereal, and Breakfast Bars

Table 4-4 Usage Rates for Selected Brands of Breakfast, Cereal, and Granola Bars, 2015 (number and percent of households)

Figure 4-5 Usage Rate Trends for Selected Brands of Breakfast, Cereal, and Granola Bars, 2005–2015 (percent of households)

Energy and Diet Bars
Illustration 6-11: Paul’s Finest quinoa bars
Illustration 6-12: InHarvest’s Bengali Bite Ancient Grain snack bar
Illustration 6-13: Curate artisanal snack bars from Abbott
New Breakfast Bars
Illustration 6-14: Nutri-Grain’s Blueberry Almond Fruit and Nut breakfast bar
Illustration 6-15: Quaker’s Breakfast Flats breakfast bars
Caffeine Moving Beyond Energy Bars
Illustration 6-16: PROBAR’s Coffee Crunch flavored BASE protein bar
Illustration 6-17: Awake’s Energy Granola caffeinated snack bars
Fruit Snack Trends
Illustration 6-18: Package refresh and new Cherry flavor for Welch’s
Fruit ‘n Yogurt snacks
Illustration 6-19: That’s it. Apple + Mango + Chili zesty fruit bar
Fruit Snack Innovations
Illustration 6-20: Nature Addicts Fruit Sticks fruit snacks from Brands Within Reach
Illustration 6-21: Ruby Rocket’s non-dairy fruit snacks
Organic a Key Selling Feature for Fruit Snacks
Illustration 6-22: GoOrganic’s Fruit Medley Organic Fruit Snacks
Illustration 6-23: Go Organically Tropical flavored Fruit Snacks from Farmer’s Choice Food Brands
Squeeze Pouches for Adults
Illustration 6-24: Shine Organics fruit pouches from Happy Family Brands
New Meat Snack Products and Trends
Illustration 6-25: Jack Link’s Korean BBQ Recipe Flame Grilled Pork Jerky
Illustration 6-26: Ball Park’s The Flame Grilled Teriyaki Pork Jerky
Illustration 6-27: Hillshire Snacking’s Grilled Chicken Bites with Mango Habanero Sauce
Innovative Ingredients
Illustration 6-28: Wild Zora’s Lamb Rosemary Spinach meat and veggie bar
Illustration 6-29: Classic flavored Spam Snacks from Hormel Foods
Cricket (Flour) for the Win
Illustration 6-30: Exo’s savory cricket flour protein bars
New Trail Mix Products and Trends
Illustration 6-31: Viki’s Granola Banana Walnut flavor
Illustration 6-32: Bungalow Picnic Company’s Dark Chocolate Sunflower Granola
Bar Marketers Expanding into Trail Mixes and Granola
Illustration 6-33: Cinnamon Roasted Candied Pecan To Go Breakfast Mix from Kellogg’s
Illustration 6-34: LÄRABAR [Re]Nola granola packs
Private Label Offerings
Illustration 6-35: CVS Gold Emblem Abound Probiotic Trail Mix
Illustration 6-36: Wegmans Food You Feel Good About variety pack of Wholesum bars
Illustration 6-37: Hickory Havest’s new line of organic snacks
Chapter 7: Consumer Trends
Key Points
Healthy-Ingredient Snacks Found in 87% of U.S. Households
Table 7-1 Usage Rates by Type of Healthy-Ingredient Snack, 2015 (number and percent of households)
One-Quarter of Healthy-Ingredient Snacking Adults Are High Volume Snackers
Table 7-2 Overall vs. High-Volume Usage Rates for Healthy-Ingredient Snacks: By Category, 2015 (number and percent)
Popularity of Healthful Snacking
Figure 7-1 Level of Agreement with Selected Statements About Snacking, 2015 (percent of adults)
Table 7-3 Key Demographics of Snackers Who Usually Eat Healthy Snacks, 2015 (number, percent, and index among adults)
Healthy Snackers Are High Volume Consumers
Table 7-4 Overall vs. Healthy Snacker Usage Rates for Healthy-Ingredient Snacks: By Category, 2015 (percent and index among adults)
Specific Healthy-Ingredient Snack Preferences amongst Healthy Snackers
Table 7-5 Selected Demographic Patterns for Healthy Snackers: By Healthy-Ingredient Snack Category, 2015 (index among adults)
Healthy Snackers Prefer Healthy Lifestyles
Table 7-6 Level of Agreement with Selected Lifestyle Statements: Healthy Snackers vs. Healthy-Ingredient Snackers, 2015 (percent of adults)
Healthy Snackers Have Stronger Views of Healthy Foods
Table 7-7 Level of Agreement with Selected Food Statements: Healthy Snackers vs. Healthy-Ingredient Snackers, 2015 (percent of adults)
Healthy Snackers Exercise More
Table 7-8 Exercise Frequency of Healthy Snackers vs. Healthy-Ingredient Snackers, 2015 (percent of adults)
Food and Health Trends
Table 7-9 Level of Agreement Trends in Selected Food and Health Lifestyle Statements, 2005-2015 (percent of adults)
People Snacking more and Shifting to Healthy and Salty Snacks
Table 7-10 Level of Agreement Trends in Selected Statements About Snacking, 2005-2015 (percent of adults)
Healthy-Ingredient Snacking Trends
Table 7-11 Usage Rates for Healthy-Ingredient Snacks: By Category or Classification, 2005 vs. 2015 (number and percent of adults)
Demographics of Healthy-Ingredient Snacking Households
Table 7-12 Household Demographics for Use of Healthy-Ingredient Snacks: By Category, 2015 (indexes)
Demographics of Individual Healthy-Ingredient Snackers
Table 7-13 Individual Demographics for Use of Healthy-Ingredient Snacks: By Category, 2015 (indexes)

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