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
Table 4-5 Usage Rates for Selected Brands of Energy and Diet Bars, 2015 (number and percent of adults)
Figure 4-6 Usage Rate Trends for Selected Brands of Energy and Diet Bars, 2005–2015 (percent of adults)
Fruit Snacks
Table 4-6 Usage Rates for Selected Brands of Fruit Snacks, 2015 (number and percent of adults)
Figure 4-7 Usage Rate Trends for Selected Brands of Fruit Snacks, 2005–2015 (percent)
Trail Mixes
Competitive Trends
Mergers and Acquisitions
Table 4-7 Key Acquisitions Among Healthy-Ingredient Snack Marketers, 2015–June 2016
Jack Link's Expands, Diversifies Its Meat Snacks
Illustration 4-1: The new Lorissa's Kitchen brand from Jack Link's
Major Food Producers Get Into Meat Snacks
Snyder's-Lance Grows "Better-for-you" Portfolio with Diamond Acquisition
Hershey Diversifying Away from Candy
Illustration 4-2: Hershey's new SoFit brand of healthy-ingredient snacks
Meat Marketers Get Artisanal
Illustration 4-3: Three Jerks Jerky
Illustration 4-4: New Zealand Jerky
Chapter 5: Marketing and Retail Trends
Key Points
Healthy-Ingredient Snack Marketers Supporting Causes
Illustration 5-1: How sales of this bar saves lives helps donate food
Packaging Trends for Healthy-Ingredient Snacks
Illustration 5-2: The new package design for SuperSeedz pumpkin seed snacks
Clean Labeling
Figure 5-1 Important Clean Label Attributes, 2016 (percent)
GMO Labeling Coming to Healthy-Ingredient Snacks (and Everything Else)
Marketing Highlights
Jack Link's Unveils Meatzilla for National Jerky Day
Illustration 5-3: Jack Link's massive meat snack package "Meatzilla"
LÄRABAR on Television
Illustration 5-4: LÄRABAR's first television commercial "Little Boxes"
That's it. Fruit Bars now Available in Space
Bigs Combines Seeds with Stubb's Smokey Sweet BBQ Sauce
Illustration 5-5: Bigs Smokey Sweet Bar-B-Q sunflower seeds
Retailers Marketing Private Label Healthy Snacks
Grocery Channel Trends
Aldi Puts Healthy-Ingredient Snacks at Checkouts
Convenience Store Trends
Store Placement Key to Healthy-Ingredient Snack Sales
7-Eleven Introduces Two Premium Snack Brands
Illustration 5-6: 7-Eleven's new 7-Select Go!Smart snack bars
Mass Retailers Slow to Respond to Healthy Eating Trends
Chapter 6: New Product Trends
Key Points
Nut Snacks Reinforcing Major Snack Trends
Illustration 6-1: Emerald's 100-calorie cashew snack packs
Illustration 6-2: Carrington Farms' seed and oil paks
Sweet and Salty for Nuts
Illustration 6-3: David's Sweet and Salty Jumbo sunflower seeds
Illustration 6-4: Planters' new desert-inspired nut mixes
Puffed Nuts in the Future?
Illustration 6-5: An example of Frito-Lay's patented puffed nuts
Nutritional Bar Trends
Nature's Bakery, Fit Crunch Best New Products in Convenience Stores
Illustration 6-6: Stone Ground Whole Wheat Pumpkin Spice Fig Bar from Nature's Bakery
Hershey and Mars Moving into Nutrition Bars
Illustration 6-7: Brookside's Fruit and Nut Bar Blueberry with Açai Flavor
Illustration 6-8: goodnessknows bars from Mars
Protein Bar Trends
Illustration 6-9: Skinnygirl's Protein Tasty Nutrition Bars
Illustration 6-10: Kashi's new GOLEAN Plant Power Peanut Hemp Crunch bar
Other Healthy-Ingredient Bar Trends
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

Illustration 6-19: That's it. Apple + Mango + Chili zesty fruit bar

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: GoOrganically 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 Haven'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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