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.

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