

# Biscuits, Cookies and Crackers - UK - April 2011

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## What is this report about?

Mintel estimates the biscuits, cookies and crackers market to reach £2.3 billion in 2011, an increase of 2.7% on 2010. Sweet biscuits continue to dominate the sector and are forecast to represent 83% of the market in 2011.

Growth for sweet biscuits has been reliant on the healthier and everyday treat biscuit sub-categories, which have grown sales by over 12% between 2008 and 2010, outpacing the 9.3% growth experienced by the wider sweet biscuits category.

## What have we found out?

- The ritualistic nature of eating biscuits appeals to consumers, with over half (54%) eating sweet biscuits with a hot drink, demonstrating how ingrained this occasion is within British culture but emphasising the need for the category to expand beyond the tea-drinking audience.
- With snack/individual packs appealing most to the 16-24s for sweet biscuits and 25-34s for savoury, packaging innovation such as Fox's Party Rings (six 25g bags per pack) and Ryvita's Crackers for Cheese (which comes in four packs of six) is helping to attract a younger consumer base.
- Advertising campaigns that focus on quality and taste in order to fend off competition from own-label, should find favour with the third of consumers that believe that branded sweet and savoury biscuits actually taste better.
- Consumers are willing to experiment with flavour, particularly women, therefore new flavour variants need to appeal to this demographic who are more likely to be buying sweet and savoury biscuits and who most enjoy experimenting with new variants.
- Products with a healthy eating message, such as low-calorie or high-fibre, can be used to tap into the 37% of consumers who are cutting down on the amount of sweet biscuits they eat because of health reasons and the 26% of consumers who buy low-salt/wholemeal/high-fibre varieties of savoury biscuit.
- Savoury biscuits should do more to push cross category promotion with complementary products such as cheese and particularly British cheese (which has seen growing popularity), maximising on the current trend towards all things British.

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**EMEA:** +44 (0)20 7778 7151  
**Americas:** +1 (312) 932 0600  
**APAC:** +61 (0)2 8284 8100