

Biscuits, Cookies and Crackers - UK - March 2013

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“While users tend to turn to biscuits when they feel like a treat, half say it’s important to pay attention to the calorie content of biscuits while half would like to see more biscuits with added health benefits.”

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research

In this report we answer the key questions:

- How can manufacturers polish the value positioning of chocolate biscuit bars to revive growth in the sector?
- What NPD areas offer potential in healthy biscuits?
- How can packaging add value in this price-sensitive market?
- Is there scope for flavour innovation to drive interest in savoury biscuits?

Biscuits’ role as an affordable treat has been tested in recent years, with consumers’ frugal shopping habits combined with inflation-led price increases causing them to review their biscuit choices, prompting demand for everyday biscuits instead of chocolate biscuit bars and special treats.

Valued at £1.7 billion, sales of sweet biscuits achieved just 1% value growth in 2012 while volumes declined by 2%. Representing a fifth of the overall market, savoury biscuits and crackers grew by almost 7% to reach £456 million while volume sales showed a slight decline of 1%.

In 2012, sweet and savoury biscuit brands managed to contain own-label encroachment on market share through increased NPD and marketing spend, however, this challenge will get tougher as consumers demonstrate widespread acceptance of own-label over brands.

Nonetheless, consumer research for this report suggests scope for operators to drive engagement with the market and add value through NPD given strong interest in new flavours and healthier variants among others.

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