Cookies and Crackers - US - March 2014

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"Less than 10% of cookie and cracker buyers look for gluten-free varieties. While gluten-free developments attract attention due to new product innovation, at this point, this feature does not make or break cookie or cracker purchase."
– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- How does health factor into cookie and cracker purchase?
- How do cookie and cracker consumption occasions differ?
- How do cookie and cracker buyers feel about store brands?

Total US retail sales of cookies grew by 17% from 2008-13, surpassing the $8 billion mark. During the same period, cracker sales grew by 19% to reach $7.4 billion. Product innovation, including the expansion of health-focused options that allow for lower-guilt snacking contribute to the growth across both categories.

Cookies are present in some 68% of US households, finding popularity as a dessert, snack, or anytime indulgence. Crackers are found in a larger 77% of US homes, and while they find the most use as snacks, crackers see more varied consumption occasions than do cookies. While both cookies and crackers benefit from snack positioning, the majority of buyers consider health-related attributes in their purchase decision.

Mintel forecasts growth across both categories through 2018 due to the strength of snack products, consumer interest in indulgence, and product innovation that is mindful of health positioning, increasing product permissibility across categories.

This report combines two previously separate reports and builds on the analysis presented in Mintel's *Crackers – US, March 2011* , as well as the same title in February 2009, 2007, and 2005; and Mintel's *Cookie and Cookie Bars–US, March 2013* , as well as the same title in April 2012 and 2010.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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