

Crackers - US - March 2016

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The crackers category reached \$7.7 billion in 2015, representing growth of 17% from 2010-15. Consumer interest in snacking, and perceptions of crackers as a healthier snack than other salty snacks helps boost category sales.

This report looks at the following areas:

- Sales reach \$7.7 billion in 2015
- Crackers are a household staple
- Consumers view crackers as a healthy snack

In recent years sales have slowed, reflective of strong competition from other food categories both within and outside of salty snacks. Future growth will rely on manufacturers' ability to innovate with alternative product ingredients, such as nuts, vegetables and grains, and unique flavor profiles in which consumers have shown interest.

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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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