

Salty Snacks: Incl Impact of COVID-19 - US - April 2020

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"Salty snack sales growth outpaced other snack categories and while the category was expected to face a slowdown the COVID-19 pandemic will result in an unforeseen short-term boon for salty snack brands. Consumers are stocking up on shelf stable goods in general and seeking affordable, familiar, comforting foods such as their favorite salty snacks."

- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- How the COVID-19 pandemic is impacting salty snack consumption
- How brands are helping anxious snackers weather tough times
- Health versus indulgence? Which is more important?
- Snack opportunities and eCommerce

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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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Impact on the Salty Snacks Market

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Salty snacks should see a welcomed 2020 bump from COVID-19

Figure 13: Total US sales and forecast of salty snacks, at current prices, 2014-24

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Young shoppers already drawn toward PL and value snacks

Parents are gonna need a bigger cart

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Growth activity will shift from upstarts back to leaders

Private label will continue to thrive

Hits to value brands may be balanced out by tier switching

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Salty snacks see strong sales growth, should brace for slowdown post-COVID-19

Cheese and "other" salty snacks grow category share with "nutrition" focus

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COVID-19 outbreak provides an opportunity for salty snack brands

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The Impact of COVID-19 on Salty Snacks

COVID-19 outbreak provides an opportunity for salty snack brands

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Key Players – What You Need to Know

- PepsiCo maintains dominance; all leaders grow
- Cheese snacks post big gains following smart innovation
- Pretzels are overdue for a disruptive twist
- Category moves in right direction with sugar; now how about that salt?

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- The sophisticated splurge

The Consumer – What You Need to Know

- Household penetration of salty snacks is strong; don’t get lazy

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Consumption sees little net change, but growth requires growth
 Category needs to do a better job at managing sodium content
 Morning and on-the-go snack occasions are a category white space
 The category should push online sales to secure share of pantry

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Cheese snacks lead purchase in the category, need to improve health perception

Corn snack perception tracks with cheese snacks; sodium and carbs are Achilles heel

It's time for a pretzel makeover

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