

Crisps, Savoury Snacks and Nuts - UK - January 2015

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“Strong consumer interest in new concepts such as savoury-flavoured cereals and meat-flavoured nuts should add interest to the savoury snacks market, whilst vegetable crisps would benefit from a more mainstream operator entering the market.”

– Richard Ford, Senior Food and Drink Analyst

This report looks at the following areas:

- Baked snacks operators should explore new areas to reverse sales declines
- Gap in the market for a mainstream vegetable crisp brand
- Usage of nuts lags behind that of crisps

The crisps, nuts and savoury snacks market grew between 2013 and 2014, taking value to £3.5 billion. This was driven by trading up to premium products as well as inflation, albeit this was at lower levels than those seen in previous years. Volumes rose by a modest 1%, reflecting the maturity of the market as well as health concerns and some switching from crisps to popcorn.

Whilst consumer concerns over the relatively high salt and fat content of some products is a challenge facing operators, there is cause for optimism, not least because adspend is at healthy levels. Operators continue to develop ‘better-for-you’ snacks such as those high in protein or lower in salt, as they look to combat health concerns. Meanwhile, products such as popcorn and meat snacks are helping to support the market.

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Table of Contents

Introduction

Definition

Abbreviations

Executive Summary

The market

Figure 1: Total UK retail value sales and forecast of the crisps, nuts and savoury snacks market, 2009-19

Segment performance

Figure 2: UK retail value sales of crisps, savoury snacks and nuts, by segment, 2013 and 2014 (est)

Market factors

Good GB potato and wheat harvests keep commodity prices in check

Slower growth of under-55s likely to bring challenges for crisps/crisp-style snacks

Healthy snacking is a necessary area of focus

Companies, brands and innovation

Walkers makes latest bid to tap growth in premium crisps

Pringles and Doritos fuel growth in potato-based and other snacks

Figure 3: Leading manufacturers in the UK retail crisps market, 2014*

KP shows market leadership with impressive sales performance

Total adspend reaches four-year high, driven by spend on crisps and crisp-style snacks

Popcorn's share of new launches approaches 10%

The consumer

Crisps and crisp-style snacks eaten by more than nine in 10 adults

Figure 4: Usage of crisps and crisp-style snacks, by type, November 2014

Nuts popular with those who regard themselves as healthy

Figure 5: Usage of nuts and other savoury snacks, by type, November 2014

Crisps are eaten less often than nuts

Figure 6: Frequency of usage of crisps and crisp-style snacks, and nuts, by type, November 2014

Sweet potatoes hold most interest for crisps/crisp-style snack users

Figure 7: Interest in new/niche ingredients in crisp/crisp-style snacks, November 2014

High interest in baked cheese snacks

Figure 8: Interest in selected product concepts in crisps, savoury snacks and nuts, November 2014

One in three concerned about salted peanuts' fat and salt content

Figure 9: Agreement with selected attitudes towards crisps, savoury snacks and nuts, November 2014

What we think

Issues and Insights

Baked snacks operators should explore new areas to reverse sales declines

The facts

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The implications

Gap in the market for a mainstream vegetable crisp brand

The facts

The implications

Usage of nuts lags behind that of crisps

The facts

The implications

Trend Application

Mintel Trend: Extend My Brand

Mintel Trend: The Real Thing

Mintel Trend: Play Ethic

Market Drivers

Key points

Good GB potato harvest helps bring crisp prices down in 2014

Figure 10: UK weekly commodity prices of main crop potatoes and bread-making wheat, January 2010-October 2014

Peanut prices lower for most of 2014

Figure 11: Prices of groundnuts* in US \$/tonne, January 2010-October 2014

Healthy snacking is a necessary area of focus

Many Britons look to healthy food choices

Snack operators explore healthier variants

Healthier snacks should resonate

Two thirds of consumers snack at least daily

Slower growth of under-55s likely to bring challenges for crisps/crisp-style snacks

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating?

Key points

Nuts account for one in five new launches in 2013

Figure 12: Share of new product launches within the UK crisps, savoury snacks and nuts market, by category, 2010-14

Whitworths ramps up launch activity

Figure 13: Share of new product launches within the UK crisps, savoury snacks and nuts market, by top 10 companies in 2013, 2010-14

Walkers has another go at premium snacking with Market Deli

Salt, vinegar, cheese and onion remain in top 10 flavour launches

Figure 14: Share of new product launches within the UK crisps, savoury snacks and nuts market, by flavour component, 2010-14

Apple flavour gradually builds share of launches

Popping corn boosts the share of unflavoured products among launches

Own-label top-tier ranges boost launches with premium claims

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Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 15: Share of new product launches within the UK crisps, savoury snacks and nuts market, by top 10 claims in 2013, 2010-14

Better-for-you snacks gain visibility

Reduced sodium nuts

High-oleic peanuts

High-protein popcorn

High-protein egg-based snacks

Brand extensions continue apace

Market Size and Forecast

Key points

Inflation and trading up fuel value growth in crisps, nuts and savoury snacks

Figure 16: Total UK retail value and volume sales of the crisps, nuts and savoury snacks market, 2009-19

More muted value growth expected in run-up to 2019

Figure 17: Total UK retail value sales and forecast of the crisps, nuts and savoury snacks market, 2009-19

Figure 18: Total UK retail volume sales and forecast of the crisps, nuts and savoury snacks market, 2009-19

Potato crisps expected to see value rise but volume decline

Figure 19: Total UK retail value and volume sales of the crisps/chips market, 2009-19

Value growth in potato crisps to slow whilst volumes continue their decline

Figure 20: Total UK retail value sales and forecast of the crisps/chips market, 2009-19

Flat nut volumes forecast whilst value growth slows

Figure 21: Total UK retail value and volume sales of the nuts market, 2009-19

Figure 22: Total UK retail value sales and forecast of the nuts market, 2009-19

Other snacks, meat snacks, baked snacks and popcorn

Figure 23: Total UK retail value and volume sales of the other savoury snacks* market, 2009-19

Volume growth to be maintained in other snacks

Figure 24: Total UK retail value sales and forecast of the other savoury snacks* market, 2009-19

Forecast methodology

Segment Performance

Key points

Popcorn is fastest-growing segment in 2013-14

Figure 25: UK retail value sales of savoury snacks, by category, 2009-14

Figure 26: UK retail volume sales of savoury snacks, by category, 2009-14

Crisps/chips is the weakest segment

Future looks bright for meat snacks

Nuts boosted by inflation and trading up

Figure 27: Value and volume sales of nuts, by type of nut, 2013 and 2014

Market Share

Key points

Market leader Walkers sees value sales fall

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Figure 28: Leading brands' sales and shares in the UK crisps market, by value and volume, 2011/12-2013/14

Figure 29: Leading manufacturers' sales and shares in the UK crisps market, by value and volume, 2011/12-2013/14

Premium crisp brands beat total market value sales performance

Scope for Seabrook to excite consumers with lattice-shaped crisps

Growth in nuts segment fuelled by KP

Figure 30: Leading brands' sales and shares in the UK nuts market, by value and volume, 2011/12-2013/14

Figure 31: Leading manufacturers' sales and shares in the UK nuts market, by value and volume, 2011/12-2013/14

Pringles is top-performing potato-based/other snack brand

Figure 32: Leading brands' sales and shares in the UK potato-based and other snacks market, by value and volume, 2011/12-2013/14

Figure 33: Leading manufacturers' sales and shares in the UK potato-based and other snacks market, by value and volume, 2011/12-2013/14

Own-label rockets in baked snacks and popcorn

Figure 34: Leading brands' sales and shares in the UK baked snacks and popcorn market, by value and volume, 2011/12-2013/14

Figure 35: Leading manufacturers' sales and shares in the UK baked snacks and popcorn market, by value and volume, 2011/12-2013/14

Mini Cheddars accounts for a third of baked snacks/popcorn market

Product innovation and promotion boost Butterkist's sales

Peperami's sale to Jack Link's is a positive move for the brand

Figure 36: Leading brands' sales and shares in the UK meat snacks market, by value and volume, 2011/12-2013/14

Figure 37: Leading manufacturers' sales and shares in the UK meat snacks market, by value and volume, 2011/12-2013/14

Companies and Products

Intersnack

Product range

Recent activity

Kellogg's

Product range

Recent activity

Kettle Foods

Product range

Recent activity

PepsiCo

Product range

Product innovation

Recent activity

Tangerine Confectionery

Product range

Recent activity

Tyrrells

Product range

Recent activity

United Biscuits

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Product range

Brand Communication and Promotion

Key points

Adspend reaches highest level in at least four years

Figure 38: Advertising expenditure in the crisps, savoury snacks and nuts market, 2010-14

Figure 39: Advertising expenditure in the crisps, savoury snacks and nuts market, by type, 2010-14

Special K Cracker Crisps garners biggest adspend in 2013

Figure 40: Advertising expenditure in the crisps, savoury snacks and nuts market, by top 10 brands, 2010-14

Tyrrells looks set to power up its advertising with appointment of first agency

Kettle pushes its hand-cooked credentials

Launch of Pops and Market Deli helps push Walkers' 2014 adspend to five-year high

Figure 41: Advertising expenditure in the crisps, savoury snacks and nuts market, by top 10 advertisers, 2010-14

Grocery retailers rely on brands to give market visibility

Almond advertisers account for two of top eight advertisers by adspend

Intersnack more than triples adspend in 2014

Brand Research

Brand map

Figure 42: Attitudes towards and usage of selected crisps and savoury snacks brands, November 2014

Correspondence analysis

Brand attitudes

Figure 43: Attitudes, by brand, November 2014

Brand personality

Figure 44: Brand personality – Macro image, November 2014

Figure 45: Brand personality – Micro image, November 2014

Brand experience

Figure 46: Selected brand usage, November 2014

Figure 47: Satisfaction with selected brands, November 2014

Figure 48: Consideration of selected brands, November 2014

Figure 49: Consumer perceptions of current brand performance, November 2014

Brand recommendation

Figure 50: Recommendation of selected brands, November 2014

The Consumer – Usage

Key points

Crisps and crisp-style snacks eaten by more than nine in 10 adults

Figure 51: Usage of crisps and crisp-style snacks, by type, November 2014

Under-55s more likely to eat crisps and crisp-style snacks

One in four eat healthy/wholegrain snacks

More than one in 10 eat popped potato snacks

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Nuts popular with those who regard themselves as healthy

Figure 52: Usage of nuts and other savoury snacks, by type, November 2014

Over half of 16-34s eat popcorn

Meat snacks are more popular with men

Far fewer men eat meat snacks than other snacks

Crisps are eaten less often than nuts

Figure 53: Frequency of usage of crisps and crisp-style snacks, and nuts, by type, November 2014

Men are the more frequent users of savoury snacks

The Consumer – Interest in New/Niche Ingredients in Crisps/Crisp-Style Snacks

Key points

Sweet potatoes hold most interest for crisps/crisp-style snack users

Figure 54: Interest in new/niche ingredients in crisp/crisp-style snacks, by top five choices, November 2014

Carrot, parsnip and beetroot hold similar levels of interest

One in seven interested in butternut squash

Better marketing required for fruit crisps?

The Consumer – Interest in Product Concepts in Crisps, Nuts and Savoury Snacks

Key points

High interest in baked cheese snacks

Figure 55: Interest in selected product concepts in crisps, savoury snacks and nuts, November 2014

Popped chips ripe for new ingredient variants

One in three interested in dried snacking ham

Savoury-flavoured cereals offer a new concept for operators

The Consumer – Attitudes towards Crisps, Nuts and Savoury Snacks

Key points

One in three concerned about salted peanuts' fat and salt content

Figure 56: Attitudes towards crisps, savoury snacks and nuts, November 2014

One in five interested in crisps cooked in olive and sunflower oil blend

Scope for crisps to be positioned more as an ingredient in meals

The Consumer – Qualities Associated with Crisps, Nuts and Savoury Snacks

Key points

Standard potato crisps rank highest for taste

Figure 57: Qualities associated with selected types of crisps, savoury snacks and nuts, November 2014

Health perceptions of vegetable crisps are generally positive

Standard potato crisps and flavoured popcorn rank lowest for protein

Crisps, nuts and savoury snacks fail to excite consumers

Less than a third see standard potato crisps and salted peanuts as unhealthy

Only one in 10 see standard potato crisps as natural

Appendix – Market Drivers

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Figure 58: Age trends in the UK population, 2009-19

Figure 59: Age trends in the UK – under-55 and over-55 population, 2009-19

Appendix – Market Size and Forecast

Total UK retail crisps, nuts and savoury snacks market

Figure 60: Best- and worst-case forecast for the total UK crisps, nuts and savoury snacks market, by value, 2014-19

Figure 61: Best- and worst-case forecast for the total UK crisps, nuts and savoury snacks market, by volume, 2014-19

Crisps

Figure 62: Best- and worst-case forecast for the UK crisps/chips market, by value, 2014-19

Figure 63: UK retail volume sales and forecast for the crisps/chips market, 2014-19

Figure 64: Best- and worst-case forecast for the total UK crisps/chips market, by volume, 2014-19

Nuts

Figure 65: Best- and worst-case forecast for the total UK nuts market, by value, 2014-19

Figure 66: UK retail volume sales and forecast for the nuts market, 2014-19

Figure 67: Best- and worst-case forecast for the total UK nuts market, by volume, 2014-19

Savoury snacks

Figure 68: Best- and worst-case forecast for the total UK other savoury/savoury snacks market*, by value, 2014-19

Figure 69: UK retail volume sales and forecast for the other savoury snacks market*, 2014-19

Figure 70: Best- and worst-case forecast for the total UK other savoury snacks market*, by volume, 2014-19

Appendix – Who's Innovating?

Figure 71: New launches in the UK crisps, savoury snacks and nuts market, own-label and branded, 2010-14

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