

Savoury Snacks in the US

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Abstracts

In 2023, private label gained share in savoury snacks in the US, and this is expected to continue in 2024. Particularly within salty snacks, private label has continued to steal share from the leaders, moving up into second position from 2022. Behind these continued shifts in consumer habits is a rising concern with finances. Coming off strong price increases in 2022 and a tense job market in 2023, consumers were forced to downsize their shopping lists, trading down to private label when possibl...

Euromonitor International's Savoury Snacks in USA report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Meat Snacks, Nuts, Seeds and Trail Mixes, Other Savoury Snacks, Popcorn, Pretzels, Salty Snacks, Savoury Biscuits, Seafood Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Savoury Snacks market;

Pinpoint growth sectors and identify factors driving change;



Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Savoury Snacks in the US Euromonitor International July 2024

LIST OF CONTENTS AND TABLES

SAVOURY SNACKS IN THE US KEY DATA FINDINGS

2024 DEVELOPMENTS

Private label maintains loyalty as consumers adjust to a volatile climate Consumers focus on value and better ingredients over better for you Demand for value-priced proteins fuels innovation

PROSPECTS AND OPPORTUNITIES

Value and flavour will remain non-negotiables

Flavour innovations to tempt consumers beyond the shock factor

Legislative impact on ingredient innovations

CATEGORY DATA

Summary 1 Other Savoury Snacks by Product Type: 2024

Table 1 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 2 Sales of Savoury Snacks by Category: Value 2019-2024

Table 3 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 7 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 8 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 9 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 10 Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 11 Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

SNACKS IN THE US

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments



What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2019-2024

Table 13 Sales of Snacks by Category: Value 2019-2024

Table 14 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 15 Sales of Snacks by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Snacks: % Value 2020-2024

Table 17 LBN Brand Shares of Snacks: % Value 2021-2024

Table 18 Penetration of Private Label by Category: % Value 2019-2024

Table 19 Distribution of Snacks by Format: % Value 2019-2024

Table 20 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 21 Forecast Sales of Snacks by Category: Value 2024-2029

Table 22 Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 23 Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 Research Sources



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