

# Crisps and Salty Snacks - UK - January 2011

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## What is this report about?

Growth of 24% since 2005 saw the crisps and salty snacks market achieve estimated sales of £2.6 billion in 2010. Performance during the period has been volatile, the market growing rapidly in 2008 and 2009, with slightly slower rates in 2010.

Price inflation driven by cost pressures and the growth of the premium segment both contributed to the rise of value sales in 2008 and 2009. Meanwhile, underlying growth has benefited from consumers cutting back on going out in favour of evenings in during the recession. The role of crisps and snacks as an affordable luxury has helped to sustain demand, together with more relaxed attitudes towards less healthy treats.

## What have we found out?

- Further opportunities remain to develop premium-end crisps and snacks, particularly among ABs, as half of ABs who eat crisp and salty snacks do not see price as an important factor in choosing them.
- Polishing the quality credentials of their ingredients could help premium brands to tap into the spending of one in three adults who eat crisps and salty snacks, and see premium ingredients as worth paying more for.
- Lower fat crisps have potential to appeal more effectively to the over-55s by also cutting back on salt, as both qualities are nearly equally sought after by them.
- Expanding their range of flavours could help wholegrain and healthy crisps brands win over the one in four of people who eat such snacks, who see new flavours as an important choice factor.
- High quality ingredients and naturalness can help low-fat/low-salt and wholegrain chip brands appeal to nearly one in three consumers eating such snacks, who see these as important choice factors.
- Brand collaborations or private labels could provide a route for the grocers to win share in crisps spending, as half of crisp eaters see brands as offering better taste than own-label, only 14% disagreeing.

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