Consumer Snacking - UK - March 2015

Report Price: £1750.00 | $2834.04 | €2223.04

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"Despite the interest in added value snacks, the current offering is limited when it comes to various health-related factors. However, with spending habits predicted to relax, operators could be missing out on consumers being better able to trade up to these types of products."
– Colette Warren, Food and Drink Analyst

This report looks at the following areas:

- Low-sugar NPD activity is low relative to demand
- More opportunities in added-value snacks
- Scope for the snacks industry to position single-portion packs as a permissible treat

Snacking in the UK is almost universal with 97% of adults doing so. Of consumers who snack, nearly one in 10 snack three times a day or more and around three in four do so at least once a day, further signalling how ingrained snacking has become for Britons.

Health considerations continue to play a significant role in the market. Though most of the pressure on operators in this market to step up their game is coming from the government, there are a number of health-related NPD (New Product Development) opportunities that are consumer-driven. This includes packs to help with portion control, L/N/R (low/no/reduced) sugar snacks and products with added benefits (eg high in fibre, protein).

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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