

## Frozen Snacks - US - June 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Snacking is more popular than ever, with 95% of US consumers snacking at least once daily and the share snacking multiple times per day on the rise. Yet, while snacking may be a great fit for today's highly mobile consumers, significant competition has made it difficult for frozen snacks to achieve solid growth."

- **Mimi Bonnett, Director - Food and Drink, Foodservice**

This report looks at the following areas:

- The snack space is on fire; frozen still cold
- Snackers are headed in new directions
- Consumers age out of frozen snacks

Nevertheless, 70% of adults and more than 75% of their children ages 6 and up eating a frozen snack within the last month indicating this \$5 billion category is still holding its own. In this Report Mintel identifies potential opportunities for growth within the sector.

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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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Strong base driven by young men, families and Hispanics

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