

Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the US Savory Snacks Market

FD0019IS – Sample Pages

Insight Report
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Reasons to buy this report

This report brings together consumer analysis and market data to provide actionable insight into the behavior of consumers. This is based on Canadean's unique consumer data – developed from extensive consumption surveys and consumer group tracking – which quantifies the influence of 20 consumption motivations within your industry.

Consumer trends analysis

An overview of the key demographic groups driving consumption in your industry, and what their motivations are for doing so. This enables the reader to identify the most important trends within the market and also determine whether beliefs over what influences consumer behavior within the category are accurate.

Market sizing

Market value and volumes are given over 2008–2018 for 10 leading countries across the globe. Coverage includes major European markets, the US, and the emerging markets of Brazil, Russia, India, and China.

Demographic analysis

Key demographic groups driving consumption within the US market are identified. The figures showcase the number of Dairy occasions attributed to specific age groups and genders, as well as identifying whether these demographic groups "over" consume in the category.

Product innovation examples

Examples are provided of innovative international and country-specific product development within your industry, with analysis of how these products effectively target the most pertinent consumer need states.

Recommended actions

Strategic recommendations of how to capitalize on the evolving consumer landscape are offered, allowing product and marketing strategies to be better aligned with the leading trends in the market.

Future outlook

The report provides insight to highlight the "so what?" implications behind the data, and analysis of how the need states of consumers within your industry will evolve in the short-to-medium term future.

Key Findings: A desire for fun, convenient, and affordable options is driving Savory Snack consumption in the US

There are a number of reasons why consumers turn to **Savory Snacks** and a number of reasons they don't. It is crucial for manufacturers to understand what consumers want from the actual products that they purchase.

Low-budget snacking:
Savory snacks are considered by consumers to be a relatively inexpensive way of treating themselves.

Convenience:
The busy lifestyles of consumers means they are seeking quick, on-the-go snacks in place of traditional 'sit-down' meals.

Experimentation:
The launch of innovative and exciting new flavors encourages customers to diversify their taste preferences.

Fun and Enjoyment:
Consumers seek Savory Snacks as fun accompaniments to enjoyable leisure time with friends and family.

"Me-time" indulgence:
Consumers seek to take out time for themselves from their stressful lives and indulge in Savory Snacks to relax.

DRIVERS OF CONSUMPTION

INHIBITORS OF CONSUMPTION

Freshness:
Consumers tend to opt for bakery snacks, which are regarded as 'fresher,' as substitutes for Savory Snacks.

Emotional disconnection:
Savory snacks fail to cause any emotional trigger in consumers that can transform into demand.

Health:
Savory snacks are inherently associated with being unhealthy due to their high calorie, sodium, and fat content.

Safety:
Increased concerns about the use of artificial additives in Savory Snacks lead consumers to opt for more natural products.

Age restricted demand: Parents of young children, and Older Consumers tend to avoid buying Savory Snacks, opting for nutritional substitutes instead.

There were over 83.1 billion Savory Snacks occasions in the US, with total consumption higher among Older Consumers



In the **US**, there were **XXX billion Savory Snacks** occasions in 2012.
This equates to **XXX Savory Snacks** occasions per person per year



This can be broken down into:

GENDER



Women:
Occasions: XXX
Per person: XXX



Men:
Occasions: XXX
Per person: XXX

On average, US women have a higher number of Savory Snacks occasions per year than men as they seek indulgent offerings to provide stress free, personal moments of relaxation.

AGE GROUPS



Kids & Babies
Occasions:
XXX
Per person: XXX



Tweens & Early Teens:
Occasions:
XXX
Per person: XXX



Early Young Adults:
Occasions:
XXX
Per person: XXX



Older Young Adults:
Occasions:
XXX
Per person: XXX



Pre-Mid-Lifers:
Occasions:
XXX
Per person: XXX



Mid-Lifers:
Occasions:
XXX
Per person: XXX



Older Consumers:
Occasions:
XXX
Per person: XXX

On average, consumers aged 55 and over have the highest number of Savory Snacks occasions per year in the US; however, they have the lowest per capita occasions, evidence of the large size of the demographic. This group can be targeted by Savory Snacks providing healthier indulgence while meeting the increasing age concerns as consumers become more health conscious into later life.

The Value mega-trend: Consumers seek value through private label offerings and multipack savings

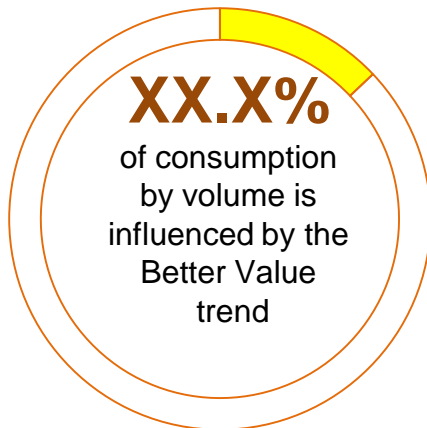


How the Value mega-trend manifests in consumer behavior in the Savory Snacks market



Due to ongoing economic uncertainty, Value will continue to be influential in the US Savory Snacks market. As Value is one of the key motivators of consumption, at 12.9%, it is important that manufacturers provide products at lower prices to appeal to those consumers who are becoming more price-conscious. This value should be emphasized in terms of the sizing of packs by offering larger value sizes, through pricing offers and through multipack products. However, it should be noted that, as American consumers have a preference for indulgent Savory Snacks that offer a moment of escapism and relaxation, better value doesn't always equate to lower cost. There has been an increase in private label offerings, which have attempted to gain market share from price-conscious consumers who don't want to compromise on taste, and marketers of premium brands must ensure that the benefits of experience from their products are emphasized to regain market share lost in the recessionary environment.

Extent that the trend influences consumer behavior



Product innovation example



Product: Lays Smart Mix Potato Chip Varieties
Manufacturer: PepsiCo

This multipack of multiple brand varieties of Lays Chips provides value in terms of lower price compared to purchasing items separately.

Global innovations within key trends can be a source of inspiration for US manufacturers



Innovative Global launches in the Savory Snacks sector



Brand: Kurkure
Manufacturer: PepsiCo India
Launched: India, 2013
Trend: Experience Seeking

PepsiCo India's namkeen brand Kurkure has launched three fusion flavors — Punjabi Pizza, Andhra Bangkok Curry and Rajasthani Manchurian — targeting consumers who seek 'Indianized' International tastes.

Brand: Cracker Chips Special K
Manufacturer: Kellogg Co.
Launched: France, 2013
Trend: Health

Kellogg's extends the brand beyond the breakfast category, with Special K air-popped chips. Made from tapioca, potato, and wheat, the chips are 60% lower in fat than normal Potato Chips.



Brand: Chipsfrisch
Manufacturer: Intersnack Group
Launched: Germany, 2013
Trend: Indulgence

Salsa de Brasil, the latest offering in the Chipsfrisch range, claims to provide a very 'Brazilian' experience to the consumer with its mix of fresh herbs and fruity tomatoes.

Brand: Shrimp Snack
Manufacturer: Jiangsu Xuyi Crayfish Co., Ltd
Launched: China, 2013
Trend: Health, Convenience

This snack made of soft shell shrimps can be consumed instantly without the need to spit out the shrimp shell. With a special thirteen-spice recipe, the product claims to enhance the calcium level in the body, making this a functional leisure time snack.



Manufacturers, marketers, and retailers need to highlight Experience & Enjoyment and address increasing ethical concerns

Flavor Innovations:

The US' increasing desire for indulgent flavors, and novel taste experiences is driving the demand for innovative products combining a variety of flavors. Experience-seeking consumers are looking to try more sweet and salty combinations, increasing market share. Recent innovation includes products such as SunChips® Sweet & Spicy BBQ Flavored Multigrain Snacks, and Frito-Lay's Wavy Potato Chips Dipped in Milk Chocolate.

Product: Sweet & Spicy BBQ Chips

Manufacturer: PepsiCo

Positioning: Experience and Enjoyment of both Sweet and spicy flavours.



Product: White cheddar Popcorn
Manufacturer: 479°

Positioning: A popular Savory Snack, this popcorn promotes the ethical values of its production methods and emphasizes the quality this brings to the finished product.

Ethical Snacking:

Savory snacks positioned as made with natural and organic ingredients are growing faster than the overall Savory Snacks market. Consumers in the US generally perceive products marketed as natural and organic as premium and are increasingly willing to trade-up for overall experience. Marketers are innovating across categories to capitalize on this trend. For instance, 479 organic popcorn range, and Boulder Canyon Natural Foods Kettle Chips range. Similarly, companies are using compostable bags to indicate concern for natural resources, such as Boulder Canyon Natural Foods Compostable All Natural Snacks.

Innovative Ingredients:

Consumers are increasingly seeking innovative ingredients, to provide different textures and flavors within Savory Snacks. Easy Bean Chickpea Crispbread is made from gram flour, an ingredient widely used in Indian cuisine. Similarly, Tyrrell's has expanded its hand-cooked portfolio with an apple crisp range. Marketers are expected to explore new ingredients in the Savory Snacks market to increase consumers' desire for unconventional products.

Product: Apple Crisps
Manufacturer: Tyrrell's

Positioning: Consumers seeking an alternative to traditional Savory Snacks, without compromising on flavor.



This report is comprised of two data research programs

MARKET DATA

- **Method:** analyst triangulation of consensus numbers based upon comprehensive primary and desk research as part of an international research programme.
- **Coverage:**
 - 50 Countries fully researched
 - Seven Savory Snacks categories, nine segments
 - Eight channels
 - Value and Volume data
 - Internationally comparable data
 - 100% standardized definitions

CONSUMER DATA

- **Method:** extensive consumption surveys and consumer group tracking with strict age and gender quotas to ensure nationally-representative results.
- **Coverage:**
 - 10 Countries
 - 20 Consumer Trends
 - 26 Consumer Groups
 - Seven Savory Snacks categories
 - Integrated market sizing at the country and category level
 - Interim 2013 Consumer data generated by mapping 2013 Market size data onto 2012 Consumer data consumption values

Details on the methodology for both of these research programs can be found in the Appendix.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the UK Savory Snacks Market

As an effect of the recessionary environment in the country, people are eating out less and entertaining more at home, engaging in indulgent snacks as an affordable treat to offer friends and family. Savory Snacks are relatively low cost, even for more premium offerings, making them an attractive way of treating oneself regardless of the occasion.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the Brazilian Dairy Food Market

Brazilians select Dairy products based on their ability to meet age-specific needs. This doesn't just apply to children, with older adults increasingly aware of their specific nutritional needs. Although poverty rates have declined rapidly in Brazil, the low income of many consumers means they will seek out the best value for money products.



Consumer Trends Analysis: Understanding Consumer Trends and Drivers of Behavior in the French Savory Snacks Market

The hectic lives of French consumers will continue to influence Savory Snack consumption in France, with time-scarce consumers looking for quick, convenient food solutions. French consumers are driven by the pursuit of pleasure and indulgence, with products that offer decadent flavors and textures experiencing demand as indulgent on-the-go treats.