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# Snack Foods: United States

February 2018



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# About This Report

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## Scope & Method

This report forecasts to 2022 US snack food demand and shipments in nominal US dollars at the manufacturer level. Total demand and shipments are segmented by product in terms of:

- chocolate confections
- corn chips and other salty snacks
- non-chocolate confections
- potato chips
- nuts and seeds
- cookies
- dried produce
- crackers
- chewing gum

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2007 to 2017.

This report excludes dairy-based snack foods such as cheese, frozen novelties, ice cream, and yogurt. Dried meat snacks such as beef jerky in addition to certain baked goods such as cakes, pies, and other pastries are excluded as well. Re-exports of snack foods are excluded from demand, shipment, and trade figures.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

## Sources

*Snack Foods: United States* (FF10025) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 6 | Industry Codes Related to Snack Food

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Classification	
311320	Chocolate and Confectionery Mfg from Cacao Beans	2034	Dried and Dehydrated Fruits, Vegetables, and Soup Mixes
311330	Confectionery Mfg from Purchased Chocolate	2052	Cookies and Crackers
311340	Nonchocolate Confectionery Mfg	2064	Candy and Other Confectionery Products
311423	Dried and Dehydrated Food Mfg	2066	Chocolate and Cocoa Products
311821	Cookie and Cracker Mfg	2068	Salted and Roasted Nuts and Seeds
311911	Roasted Nuts and Peanut Butter Mfg	2096	Potato Chips, Corn Chips, and Similar Snacks
311919	Other Snack Food Mfg		

Source: US Census Bureau

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## Resources

### The Freedonia Group

#### Freedonia Industry Studies

*Global Food Processing Machinery*, September 2017

*Food & Beverage Natural Colors Market in the US*, July 2017

*Food Containers: Rigid & Flexible*, February 2016

#### Freedonia Focus Reports

*Alternative-Ingredient Snacks: United States*

*Food & Beverage Natural Colors: United States*

*Frozen Foods Retail: United States*

*Gluten-Free Foods: United States*

*Healthy-Ingredient Snacks: United States*

*Natural & Organic Foods & Beverages: United States*

*Nutritional Bars & Shakes: United States*

*Pouches: United States*

*Salty Snacks: United States*

#### Freedonia Custom Research

### Trade Publications

*BakeryandSnacks.com*

*BakingBusiness.com*

*Candy Industry*

*ConfectioneryNews.com*

*Convenience Store Decisions*

*FoodBev.com*

*FoodNavigator-USA.com*

*Food Processing*

*Snack Food & Wholesale Bakery*

### Agencies & Associations

American Sugar Alliance

Fine Chocolate Industry Association

National Confectioners Association

Retail Confectioners International

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission