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US Collection

Snack Foods: United States

June 2020



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About This Report

Scope

This report forecasts to 2024 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 and chocolate confections
- corn chips and other salty snacks
- nuts and seeds
- cookies and crackers
- potato chips
- non-chocolate confections
- dried produce
- chewing gum

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2009 to 2019.

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.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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 secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group

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- 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 | NAICS & SIC Codes Related to Snack Food

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial 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

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product

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lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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Resources

The Freedonia Group

Freedonia Industry Studies

Food Safety Products in the US

Global Food Processing Machinery

Freedonia Focus Reports

Beverages: United States

Bread & Bakery Products: United States

Dairy Products: United States

Fast Food: United States

Food Gifting: United States

Food Processing Machinery: United States

Food Retail: United States

Frozen Foods: United States

Global Food Processing Machinery

Grain-Based Foods: United States

Ice Cream & Frozen Desserts: United States

Nuts & Seeds: United States

Processed Food: United States

Pet Food: United States

Restaurants & Food Service: United States

Salty Snacks: United States

Yogurt: 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 International Trade Commission