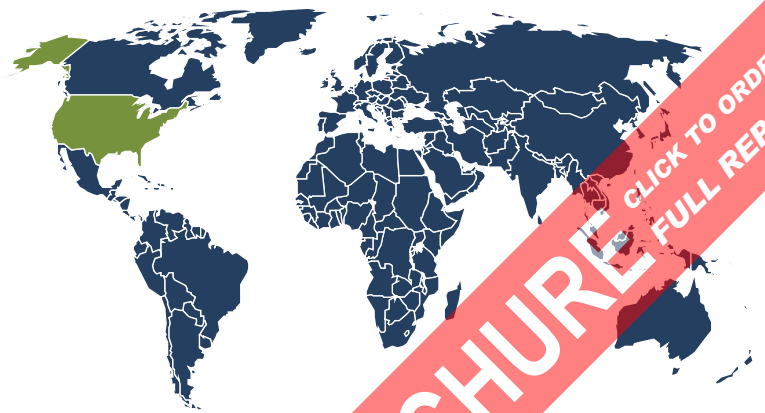




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Salty Snacks: United States

March 2018



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Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	5
Trade	6
Environmental & Regulatory Factors	7
3. Segmentation & Forecasts	9
Manufacturer Level Demand & Shipments	9
Potato Chips	12
Corn Chips	13
Other Salty Snacks	14
Retail Sales	16
4. Industry Structure	18
Industry Characteristics	18
Market Leaders	20
PepsiCo	21
Snyder's-Lance	21
Kellogg Company	22
UTZ Quality Foods	22
5. About This Report	23
Scope & Method	23
Sources	23
Industry Codes	24
Resources	25

List of Tables & Figures

Figure 1 Key Trends in US Salty Snack Demand, 2017 – 2022	3
Figure 2 US Salty Snack Demand Trends, 2007 – 2017	4
Table 1 Key Indicators for US Salty Snack Demand, 2007 – 2022 (US\$ bil)	5
Figure 3 US Salty Snack Trade, 2007 – 2017 (US\$ mil)	6
Table 2 US Salty Snack Trade, 2007 – 2017 (US\$ mil)	6
Figure 4 US Salty Snack Demand by Product, 2007 – 2022 (US\$ mil)	9
Table 3 US Salty Snack Demand by Product, 2007 – 2022 (US\$ mil)	9
Figure 5 US Salty Snack Shipments by Product, 2007 – 2022 (US\$ mil)	10
Table 4 US Salty Snack Shipments by Product, 2007 – 2022 (US\$ mil)	10
Figure 6 Potato Chip Flavors Consumed Most Often by US Households, 2017 (mil hshlds)	12
Figure 7 US Salty Snack Demand by Product, 2007 – 2022 (%)	14
Figure 8 US Salty Snacks Retail Sales, 2012 – 2022 (US\$ mil)	16
Table 5 US Salty Snacks Retail Sales, 2012 – 2022 (US\$ mil)	16
Figure 9 US Salty Snacks Retail Sales by Channel, 2017 (%)	17
Figure 10 US Salty Snack Industry Shipments Concentration, 2002 – 2012 (%)	18
Figure 11 US Salty Snack Industry Employer Firms & Establishments, 2007 – 2015	19
Table 6 US Salty Snack Industry Employer Firms & Establishments, 2007 – 2015	19
Table 7 Leading Suppliers to the US Salty Snack Market by Product	20
Figure 12 Salty Snack Brands Consumed Most Often by US Households, 2017 (mil hshlds)	20
Table 8 PepsiCo Major Brands by Product	21
Table 9 Snyder's-Lance Major Brands by Product	21
Table 10 UTZ Quality Foods Major Brands by Product	22
Table 11 Industry Codes Related to Salty Snack	24

About This Report

Scope & Method

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

- potato chips
- corn chips
- other salty snacks such as pretzels, ready-to-eat popcorn, and pork rinds

Total sales at the retail level are also provided with forecasts to 2022.

To illustrate historical trends, total demand, total shipments, the various segments, and trade are provided in annual series from 2007 to 2017. Total retail sales are provided in annual series from 2012 to 2017.

Nuts and soft pretzels are excluded from the scope of this report. Re-exports of salty snacks are excluded from demand 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

Salty Snacks: United States (FF10028) 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

About This Report

- 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 11 | Industry Codes Related to Salty Snack

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
311919	Other Snack Food Mfg	2096	Potato Chips, Corn Chips, & Similar Snacks

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

Snack Foods: United States

Freedonia Custom Research

Trade Publications

BakeryandSnacks.com

Convenience Store Decisions

FoodBev.com

Food Business News

FoodNavigator-USA.com

Food Processing

Snack Food & Wholesale Bakery

Snack Food Industry Marketplace

Agencies & Associations

SNAC International

Specialty Food Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission