



Freedonia Focus Reports
US Collection

Healthy-Ingredient Snacks: United States

June 2016



Highlights

Market Overview

Market Forecast | Marketers and Brand Shares | Marketing and Retail Trends
New Product Trends

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Resources

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ABOUT THIS REPORT

Scope & Method

This report forecasts annual US retail sales of healthy-ingredient snacks in US dollars for 2016-2020. To illustrate historical trends, total demand is provided in an annual series from 2011-2015.

Sales for 2015, 2016, and 2020 are provided by category in terms of:

- snack bars
- nut snacks
- meat snacks
- dried fruit
- trail mix and other snacks such as chocolate-covered salted snacks and yogurt-covered snacks.

This report quantifies trends in various measures of growth. 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. 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.

A full outline of report items by page is available in the [Table of Contents](#).

Sources

Healthy-Ingredient Snacks: United States (FF10032) is based on [Healthy-Ingredient Snacks in the US, 2nd Edition](#), a comprehensive industry report published by Packaged Facts in June 2016.

The three main primary sources of data used in this report are Information Resources' (IRI) InfoScan Reviews for the 52 weeks ending April 17, 2016, the Fall 2015 Simmons National Consumer Study, and Packaged Facts own National Consumer Survey conducted in February and March of 2016. The report is also based upon data collected from field surveys of food retailers in various channels as well as a wide range of industry sources. Market size and marketer and brand rankings are primarily based on IRI's InfoScan Multi-Outlet (MULO) data and reported revenues of snack product manufacturers and retailers. Our analysis of salty snack demographic trends relies on consumer survey data compiled by Simmons Market Research and Packaged Facts.

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

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311230	Breakfast Cereal Mfg	2034	Dried and Dehydrated Fruits, Vegetables, and Soup Mixes
311320	Chocolate and Confectionery Mfg from Cacao Beans	2043	Cereal Breakfast Foods
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
311612	Meat Processed from Carcasses	2068	Salted and Roasted Nuts and Seeds
311821	Cookie and Cracker Mfg	2096	Potato Chips, Corn Chips, and Similar Snacks
311911	Roasted Nuts and Peanut Butter Mfg	5147	Meats and Meat Products
311919	Other Snack Food Mfg		

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RESOURCES

Packaged Facts

www.packagedfacts.com

Healthy-Ingredient Snacks in the US, 2nd Edition, June 2016

[see report contents](#)

The Freedonia Group

www.freedoniagroup.com

Related Industry Studies

3397 World Flavors & Fragrances, March 2016

[see study contents](#)

3275 World Food Processing Machinery, June 2015

[see study contents](#)

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Salty Snacks: United States

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Snack Foods: United States

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Soft Drinks: United States

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Sweet Baked Goods: United States

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Freedonia Custom Research

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Trade Publications

Consumer Reports

www.consumerreports.org

Convenience Store News

www.csnews.com

FoodBev Media

www.foodbev.com

Food Business Review

www.food-business-review.com

Foodnavigator-usa.com

www.foodnavigator-usa.com

Food Processing

www.foodprocessing.com

Progressive Grocer

www.progressivegrocer.com

Snack Food & Wholesale Bakery

www.snackandbakery.com

Store Brands

www.storebrands.info

Agencies & Associations

Information Resources

www.iriworldwide.com

The NPD Group

www.npd.com

Simmons National Consumer Survey

www.simmonssurvey.com

United States Census Bureau

www.census.gov

United States Department of Agriculture

www.usda.gov

United States Food and Drug Administration

www.fda.gov

United States International Trade Commission

www.usitc.gov

World Health Organization

www.who.int

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