

# Savoury Snacks in the US

July 2023

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#### Savoury Snacks in the US - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Players target households without children with bolder flavours Meat snacks fails to fulfil its previously anticipated potential SKU reduction as a strategy to prevent shortages

#### PROSPECTS AND OPPORTUNITIES

Players will have to judge the balance between health and comfort in savoury snacks Sustainability likely to become a critical issue On-the-go snacking likely to have an impact on formats and packaging

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