Euromonitor International

Snacks in the United Kingdom

August 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Economic Pressures and Health Mandates Transform Uk Snacking Habits

Affordability and Value-Led Strategies Shape Uk Snacks

Chart 2 - Walkers Introduces Price-Marked Packs to Reinforce Value in Savoury Snacks

Kellogg'S Leverages Routine Snacking to Drive Repeat Consumption

Chart 3 - Kellogg's Oaties Bars Extend Breakfast to Everyday Snacking Moments

Chart 4 - Value Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Leading Players to Reposition Snack Bars as Health-Driven Staples

Chart 6 - Analyst Insight for Snacks

Brands to Respond to Hfss Rules with Reformulation and Pack Innovation

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Expands through Acquisition as Premium and Value Brands Reshape Competition

Players Expand Portfolios through Acquisitions

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Discounters Attract Value-Focused Shoppers as Hypermarkets Lose Ground

Pringles and Kp Snacks Boost Engagement through Retail Partnerships

Online Grocery Grows but Impulse Limits E-Commerce Share in Snacks

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Event-Led Strategies and Cultural Relevance

Capitalising on the 2026 Fifa World Cup

Shifting Competitive Dynamics and Corporate Consolidation

ECONOMIC CONTEXT

Chart 12 - Economic Context for Snacks

Chart 13 - Real GDP Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Chocolate Confectionery in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Chocolate Confectionery Summary

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Chocolate Confectionery

INDUSTRY PERFORMANCE

Navigating Inflation and Hfss Regulations in Uk Chocolate Confectionery
Terry'S Expands Flavour Range to Sustain Value Growth Amid Falling Volumes
Chart 19 - Terry's Accelerates Flavour-Led Growth beyond Orange with Caramel Innovation
Marks & Spencer Partners with Farmers to Strengthen Supply Resilience and Trust
Chart 20 - M&S Partners with Yeyasso Cocoa Cooperative to Support Farmers
Chart 21 - Value Sales 2021-2031
Chart 22 - Volume Sales 2021-2031
Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Shaping the Future of Uk Chocolate through Price Resilience
Hotel Chocolat Leverages Premium Gifting and Seasonal Demand to Drive Value
Chart 24 - Analyst Insight for Chocolate Confectionery
Navigating Cocoa Volatility with Alternative Sourcing and Production
Chart 25 - Forecast Value Sales 2021-2031
Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Nostalgia and Innovation to Reinforce Its Lead
Chart 27 - Company Shares 2026
Chart 28 - Brand Shares 2026

CHANNELS

Convenience Stores Defend Lead as Discounters Intensify Rivalry
Online Gifting and Premium Ranges Fuel E-Commerce Growth
Chart 29 - Retail Channels 2021-2026

PRODUCTS

Cultivating Comfort through Nostalgic Profiles
Elevating Seasonal Occasions with Strategic Partnerships
Driving Commercial Resilience through Accessible Formats

ECONOMIC CONTEXT

Chart 30 - Economic Context for Chocolate Confectionery
Chart 31 - Real GDP Growth 2021-2031
Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Chocolate Confectionery
Chart 34 - Population 2021-2031
Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Gum in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Price-Led Value Growth Masks Underlying Volume Decline in Gum
Extra Plus Sets New Expectations for Premiumisation and Wellbeing
Chart 36 - Wrigley's Extra Plus Combines Flavour Elevation with Functional Benefits
Milliways and Nuud Accelerate Shift Towards Plastic-Free Alternatives
Chart 37 - Value Sales 2021-2031
Chart 38 - Volume Sales 2021-2031
Chart 39 - Value Sales by Category 2026

WHAT'S NEXT?

Younger Adults to Drive Sugar-Free Gum with Flavour and Function
Plastic-Free Challengers Are Set to Win Shelf Space as Eco Awareness Grows
Functional Claims and Sugar-Free Innovation to Insulate against Regulation
Chart 40 - Forecast Value Sales 2021-2031
Chart 41 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Wrigley Consolidates Leadership as Rivals Target Niches
Chart 42 - Company Shares 2026
Chart 43 - Brand Shares 2026

CHANNELS

Wrigley’S Extra Plus Drives Recovery in Impulse Channels with Shopper Engagement
Ocado and Challenger Brands Expand E-Commerce Reach for Multipacks and Plastic-Free Gum
Chart 44 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 45 - Economic Context for Gum
Chart 46 - Real GDP Growth 2021-2031
Chart 47 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 48 - Consumer Context for Gum
Chart 49 - Population 2021-2031
Chart 50 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sugar Confectionery in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sugar Confectionery Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Sugar Confectionery

INDUSTRY PERFORMANCE

Candy Kittens Responds to Affordability Pressures with Value Range Launch
Chart 52 - Candy Kittens Launches Affordable Gummies Range Smittens
Nerds Drives Expansion in Gummies and Jellies with Innovation and New Textures
Swizzels Protects Impulse Sales with Hfss-Compliant Launches and Merchandising Strategies
Chart 53 - Value Sales 2021-2031
Chart 54 - Volume Sales 2021-2031
Chart 55 - Value Sales by Category 2026

WHAT'S NEXT?

Haribo and Nerds to Continue Innovating in an Attempt to Capture Value-Led Growth
Brands to Shape Shopper Behaviour with Hfss-Compliant Launches
Chart 56 - Analyst Insight for Sugar Confectionery
Leveraging Seasonality to Drive Incremental Growth
Chart 57 - Forecast Value Sales 2021-2031
Chart 58 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Haribo Strengthens Lead as Challengers Grow through Innovation and Value
Chart 59 - Company Shares 2026
Chart 60 - Brand Shares 2026

CHANNELS

Convenience Stores Sustain Impulse Sales as E-Commerce Captures New Trips
E-Commerce Wins New Shoppers with Flexible Fulfilment and Broader Choice
Chart 61 - Retail Channels 2021-2026

PRODUCTS

Exploring Novel Textures and Advanced Manufacturing Techniques
Balancing Indulgence with Transparent Health Credentials
Implementing Tiered Portfolios to Capture Value-Conscious Shoppers

ECONOMIC CONTEXT

Chart 62 - Economic Context for Sugar Confectionery
Chart 63 - Real GDP Growth 2021-2031
Chart 64 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 65 - Consumer Context for Sugar Confectionery
Chart 66 - Population 2021-2031
Chart 67 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Ice Cream in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

KEY INDUSTRY TRENDS

Chart 68 - Key Industry Trends for Ice Cream

INDUSTRY PERFORMANCE

Strategies for Sustaining Demand and Volume Recovery in Uk Ice Cream
Affordable Indulgence and the Growth of Private Label Gelato
Chart 69 - Aldi Democratises Premium Gelato with Affordable Private Label
Repositioning Ice Cream for Everyday Snacking Occasions
Chart 70 - Jimmy's Affogato on a Stick Repositions Ice Cream as Everyday Snackable Treat
Chart 71 - Value Sales 2021-2031
Chart 72 - Volume Sales 2021-2031
Chart 73 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers to Reshape Pricing and Formats to Drive Value-Led Growth
Single Portion and Snackable Launches to Displace Large Tubs in Everyday Use
Chart 74 - Analyst Insight for Ice Cream
The Impact of Private Label and Format Innovation on Future Performance
Chart 75 - Forecast Value Sales 2021-2031
Chart 76 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Magnum Retains Convincing Lead as Premium Challengers Accelerate Growth
Chart 77 - Company Shares 2026
Chart 78 - Brand Shares 2026

CHANNELS

Small Local Grocers and Discounters Reshape Shopping Routines
Lyle'S Golden Syrup and Iceland Capture Premium Impulse Spend
Major Grocers Strengthen E-Commerce through Convenience and Delivery
Chart 79 - Retail Channels 2021-2026

PRODUCTS

Shifting Towards Functional Ingredients and Dietary Alternatives
Expanding Portfolios with Bite-Sized Formats and Fortified Recipes
Driving Commercial Resilience through Differentiated Product Portfolios

ECONOMIC CONTEXT

Chart 80 - Economic Context for Ice Cream
Chart 81 - Real GDP Growth 2021-2031
Chart 82 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 83 - Consumer Context for Ice Cream
Chart 84 - Population 2021-2031
Chart 85 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Savoury Snacks in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 86 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Walkers Defends Demand with Price-Marked Packs Amid Cost Pressures
Chart 87 - Walkers Launches Price-Marked Crisps to Protect Affordability
Doritos Ignites Spicy Flavour Trend to Drive Engagement and Trial
Chart 88 - Doritos Extends Flamin' Hot Platform with Nacho Cheese Variant in the UK
Glp-1 Users Shift Snacking Towards Quality and Intensity
Chart 89 - Value Sales 2021-2031
Chart 90 - Volume Sales 2021-2031
Chart 91 - Value Sales by Category 2026

WHAT'S NEXT?

Walkers to Leverage Flavour and Affordability to Defend Shopper Loyalty
Chart 92 - Analyst Insight for Savoury Snacks
Crisps and Tortilla Chips to Sustain Dominance as Nuts and Seeds Lag
Chart 93 - Forecast Value Sales 2021-2031
Chart 94 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Walkers and Kp Snacks Defend Lead as Mars Enters with Kellanova
Chart 95 - Company Shares 2026
Chart 96 - Brand Shares 2026

CHANNELS

Discounters Outpace Hypermarkets as Value Focus Intensifies
Pringles and Kp Snacks Drive Collaboration to Boost Impulse Sales
Online Grocery Complements Stores as Multipack Sales Grow
Chart 97 - Retail Channels 2021-2026

PRODUCTS

Cultural Moments and Collaborative Marketing Shape New Product Development
Limited-Edition Launches Capitalise on Major Sporting Events
Strategic Partnerships Stimulate Trial and Impulse Purchasing

ECONOMIC CONTEXT

Chart 98 - Economic Context for Savoury Snacks
Chart 99 - Real GDP Growth 2021-2031
Chart 100 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 101 - Consumer Context for Savoury Snacks
Chart 102 - Population 2021-2031
Chart 103 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Sweet Biscuits, Snack Bars and Fruit Snacks in the United Kingdom

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Sweet Biscuits, Snack Bars and Fruit Snacks

INDUSTRY PERFORMANCE

Affordability Remains Paramount as Cost-Of-Living Concerns Pressure Volumes
Cadbury Brunch Increases Bar per Pack to Address Affordability Trend
Chart 105 - Cadbury Brunch Bar Adds 10-Bar Value Pack to Target Budget-Conscious Family Shoppers
Kellogg'S Oaties Bridges Breakfast and Routine Snacking for Everyday Reliability
Chart 106 - Kellogg'S Extends Oaties to Cereal Bars to Support Everyday Snack-As-Staple Routines
Chart 107 - Value Sales 2021-2031
Chart 108 - Volume Sales 2021-2031
Chart 109 - Value Sales by Category 2026

WHAT'S NEXT?

Snack Bar Innovation Set to Responds to Everyday Demand Shifts
Sweet Biscuit Brands to Adjust Value Strategies to Maintain Relevance
Chart 110 - Analyst Insight for Sweet Biscuits, Snack Bars and Fruit Snacks
Rising Food Spend and Value-Led Growth to Reshape Business Models
Chart 111 - Forecast Value Sales 2021-2031
Chart 112 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

United Biscuits Retains Leadership, but Challenger Brands Are Making Gains
Mars Expands Presence through Strategic Acquisition of Kellanova
Innovation Focuses on Functionality and Health Positioning
Chart 113 - Company Shares 2026
Chart 114 - Brand Shares 2026

CHANNELS

Grocery Retailers Benefit From Convenience of Regular Food Shopping
Tesco Expands Collaboration with Zombie to Drive Hfss-Compliant Snacking
E-Commerce Extends Reach for Functional and Healthier Snack Options
Chart 115 - Retail Channels 2021-2026

PRODUCTS

Functional Nutrition and Health Compliance Shape New Product Development
Brands Introduce Clean-Label and Reduced-Sugar Formulations
Health-Led Portfolios Intensify Competitive Pressure

ECONOMIC CONTEXT

Chart 116 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 117 - Real GDP Growth 2021-2031
Chart 118 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 119 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks
Chart 120 - Population 2021-2031
Chart 121 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-the-united-kingdom/report.