Euromonitor International

Value-Conscious Snacks for Evolving Consumer Demands

April 2025

EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

Growth of value-conscious snacking

TIERED SOLUTIONS NEEDED FOR A POLARISING POPULATION

The affordability challenge continues to create rifts in consumers and their choices
Reinforcing the perpetual purchase requires more quality intentions and enablement
Closer scrutiny of how consumers are shifting interactions with brands
Brands should hold products across each stage of the consumer loyalty journey…
…as every consumer is after some sense of “better”
Premium snacks will continue to play a part in consumers’ purchasing habits
Despite the state of consumerism in flux, quality affordables offer brands a way forward

THE EXTENT OF FUTURE GROWTH TO MIRROR MIX OPTIMISATION STRATEGY

To grow at full potential, portfolios must be adaptive to consumer variety demand shifts
Distribution architectures must evolve to seize dynamic channels’ growth
Brand benefits from adaptive assortment amongst owned dynamic channels
A glimpse into the top performing channel-product snacks by region to inform mix
Mix strategies extend considerations beyond profits: Measuring on multiple fronts

MEANINGFUL MARKETING NEEDED FOR BENEFITS TO RESONATE

Omnichannel and packaging delighters pivotal to out-promote the competition
Future dollar spend will remain under scrutiny: Shaped by novel value concerns
Emphasis on the goodness of snacks is fuelling brand growth
Consumers’ core, everlasting value pillars provide a basis for meaningful marketing
Marketing campaigns continue to anchor on these pillars
New promotional opportunities will appear as the market braces for further volatility
Focusing on consumer-tailored value propositions will position brands for better outcomes

CONCLUSION

Recommendations/Opportunities for growth

CONCLUSION

Modernisation, enhancing the portfolio in another sense, holds everlasting opportunity
Evolution of value-conscious snacking
Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/value-conscious-snacks-for-evolving-consumer-demands/report.