



Savoury Snacks in Western Europe

January 2022

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Scope

Key findings

REGIONAL OVERVIEW

Western Europe records above-average growth in 2016-2021

Savoury snacks sales expected to continue seeing positive growth

Germany and Spain add the most new value in 2016-2021

Nuts, seeds and trail mixes the major growth driver in Western Europe

Nuts, seeds and trail mixes performing strongly in the major markets

Weaker 2021 performance follows strong 2020 growth

Modern grocery retailers dominate regional savoury snacks sales

E-commerce gains share during the pandemic

LEADING COMPANIES AND BRANDS

Top five players generally account for more than half of total sales

PepsiCo and Intersnack continue to lead savoury snacks

UK the main revenue generator for a number of top 10 players

Lay's, Pringles and Doritos a strong top three

FORECAST PROJECTIONS

Continued growth expected for savoury snacks in Western Europe

Healthier variants will continue to gain ground in savoury snacks

Turkey to see dynamic growth with its increasing GDP and population

COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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UK: Competitive and Retail Landscape

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