



Where Consumers Shop for Snacks

December 2023

Table of Contents

INTRODUCTION

Scope

Key findings

INDUSTRY SNAPSHOT

The snacks industry showed resilience in 2023, despite inflationary pressure

Savoury snacks and sugar confectionery grow across key regions post-COVID-19

Snack players ramp up brand and operation investment to drive new growth

CHANNEL SHIFTS

Retailers are still supporting the activation of the online snack shopper

Snacks sales online are seeing growth across categories and regions, led by savoury snacks

Inflation decrease the progress of e-commerce in the UK in 2022

RETAIL OFFLINE

Supermarkets see brand support, but small grocers lean on loyalty

Discounters recorded the highest growth in snack sales over the historical period

Discounters strive to be seen as affordable, quality among their range of shopper

New models emerge in physical stores to compete with supermarkets and hypermarkets

In France, new supermarket concepts seek local snack players for premium offerings

Kroger set to merge with leader Albertsons in 2023 once anti-trust department allows

Private label market share remains stable despite improved capabilities

Private label sales in Latin America see the strongest growth rates

Private label is seemingly in a space to grow

NON-STORE CHANNELS

E-commerce growth slows from pandemic highs, but continues across categories

Small, functional snacks online platform to boost protein bars e-com sales in 2023

Sales via social media develop at a different pace across markets

China's innovative e-commerce platforms set to influence online global retail

RETAIL E-COMMERCE

Pinduoduo in China climbs e-commerce company rankings

Quick commerce struggles to expand in North America and Western Europe post-COVID-19

FUTURE DEVELOPMENTS

Savoury snacks lead forecast growth in value, but faster volume growth expected for biscuits

Key takeaways

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