

Innovation in Savory Snacks: Premiumization Through New Healthy, Natural, Ethical, Gourmet and Ethnic Products

In 2009, the global savory snacks sector was worth \$74.7 billion. The market is set to grow to \$85.4 billion by 2012, and will be driven by a mix of steady demand in mature markets in Western Europe, the US and Asia Pacific regions, and high growth in the emerging markets, in particular South and Central America, China, India, Russia and Turkey.

Scope

- Overview of how legislation and self-regulation are impacting and shaping innovation in the savory snacks market.
- Identification of the key trends affecting the sector, as well as those that are likely to influence its development over the next few years.
- Market projections to 2012, including an evaluation of category and regional growth potential, with high-growth areas highlighted.
- Assessment of new product development and innovation by category, including a regional overview.
- Analysis of the changing positioning in snacks, including illustrated overviews of key product introductions and innovations.

Research and analysis highlights

The surge in the development of 'natural' food products has been driven by consumer demand for snacks that are free from artificial colors, flavors and preservatives, particularly in the kids' snack market because of concerns over the effects of synthesized ingredients on health and behavior.

A key trend within the snacks market is brand extensions into exotic and unusual flavor combinations to address the issues of changing consumer taste profiles, with a particular focus on Indian, Thai, Japanese and South American influences.

A convergence in global tastes has prompted demand for 'ethnic' food. Consumers who desire a sensory kick are increasingly seeking out unique flavor combinations and super-hot snack propositions, prompting the development of premium products.

Key reasons to purchase this research

- Gain an understanding of how legislation and self-regulation are influencing new product development.
- Quantify value growth potential in major regional markets and across savory snacks categories.
- Understand which key trends will offer the greatest growth potential and which are likely to remain niche over the next five years.
- Use the report to prompt marketing and new product development teams with product ideas from around the world.
- Set goals and objectives for your company's new product development pipeline.

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