

The Grocer

Focus On Healthy Snacking, by Daniel Selwood (daniel.selwood@wrbm.com)

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The Story

Healthy snacks were booming. And then Covid-19 hit. In response, locked-down Brits turned to traditional bagged snacks for comfort. Sales of potato crisps, for instance, are booming. Nevertheless, there's still an appetite for wholesome alternatives. Google searches for 'healthy snacks' are up 110%, according to medical advice service Flawless.org. So, which stay-at-home shoppers are in the market better-for-you grazing? What do they want? And how are brands giving it them?

Key themes

Demand: what do sedentary snackers consider 'healthy'? What benefits are they after from their nibbles? Is it low sugar, more fruit, reduced fat or something else entirely? How have needs and tastes changed since this time last year? What products are winning out? And which are flagging behind?

Marketing & NPD: how are healthy snack brands pushing their wares right now? Are they managing to be heard above the ear-splitting rustle of potato crisp bags? How are they innovating to suit the new normal? And who's doing it best?

On-the-go: many healthy snacks suit on-the-go occasions. But with few of those right now, how are brands adapting? What formats are winning, and for what sort of occasions?

Fruit: how is the fresh fruit industry responding to need for healthy snacks?

Kantar data: Using Kantar commentary, we explain the reasons behind the rise and fall of healthy snacking occasions.

Innovations: We identify four new products that have ideally not appeared in The Grocer before including launch date and RSP, and a picture of each.