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**Snacking consumer
behaviour**
Spring 2018 Report

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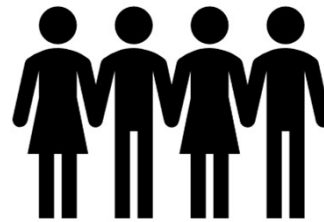
Background



Exclusive survey to investigate snacking category



Online survey



2,500 interviews (weighted to natrep on gender and age)



Spring 2018 fieldwork period

**Purchasing
behaviour**



*Types purchased,
frequency*

**Snacking weekly
spend**



*Average spend across
all snacks purchased*

**Brand awareness
and purchase**



*Brand awareness and
purchase*

Brand advocacy



*Likelihood to
recommend those
brands purchased*

**Advertising
awareness**



*Snacking brand
advertising
awareness and
locations*

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Survey main results

Regular purchasing from snacking category



Leading
snacks



Standard crisps

48%



Chocolate

48%



Chasing
snacks



Confectionery/ sweets

33%



Savoury biscuits

27%



Nuts

24%



Emerging
snacks



Hand cooked crisps

17%



Tortilla

11%



RTE Popcorn

9%

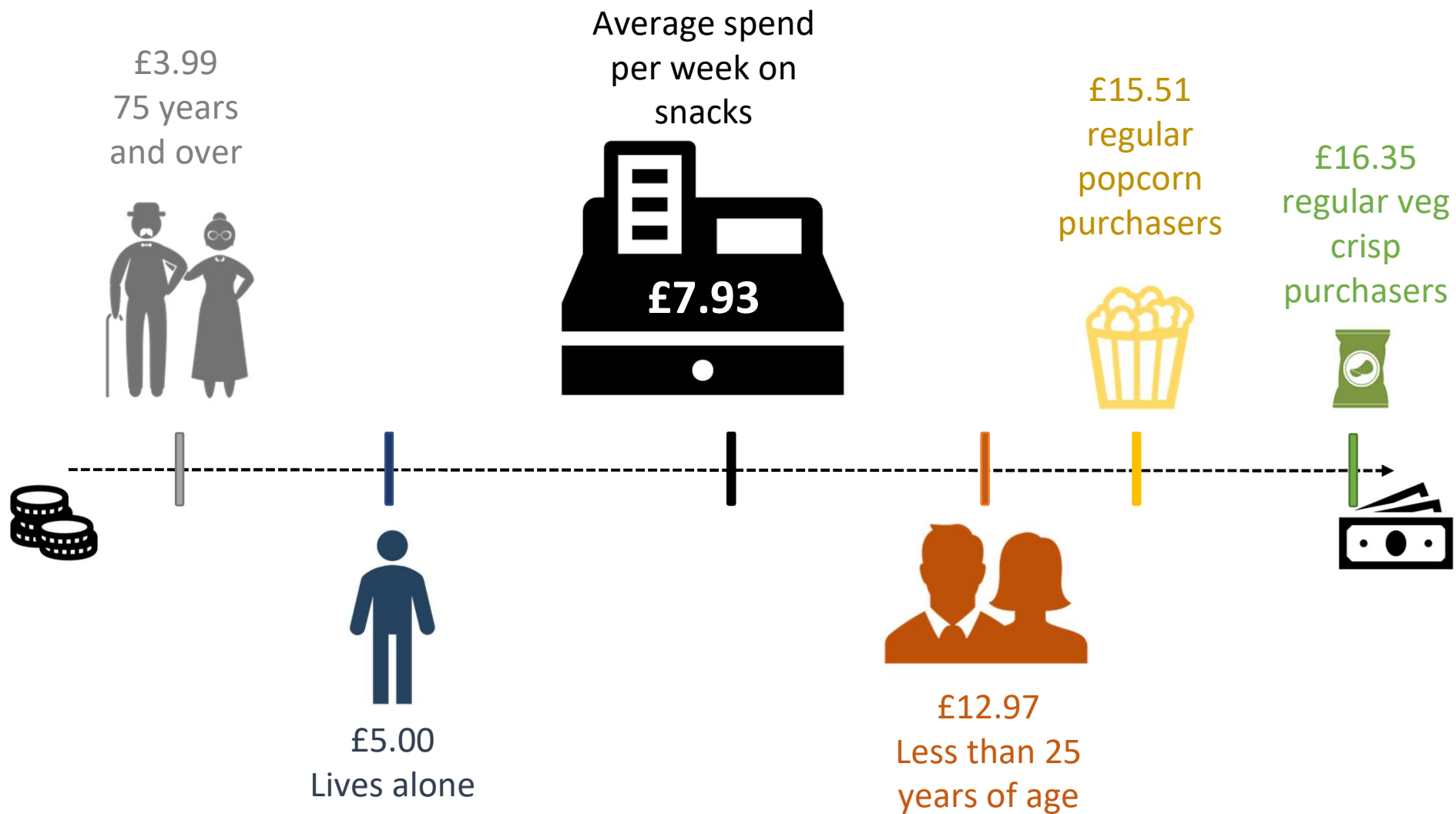


Vegetable crisps

5%

Encouragingly, 'occasional purchase' for these snacks is fairly strong too.

Weekly snacking spend



Weekly snacking spend – by gender



£8.30

Average weekly spend
on total snacks



£7.60

Average weekly spend
on total snacks



51%



Standard
crisps



45%

52%



Chocolate



44%

36%



Confectionery/
sweets



29%

29%



Savoury
biscuits



26%

24%



Nuts



23%

17%



Hand cooked
crisps



16%

13%



Tortilla



9%

11%



Popcorn



8%

6%



Veg crisps



4%

Weekly snacking spend – by brand



Amongst brand advocates (those very likely to recommend a brand)*, the largest average weekly total spend on snacks is with those who include Propercorn in their basket - £14.55 per week.



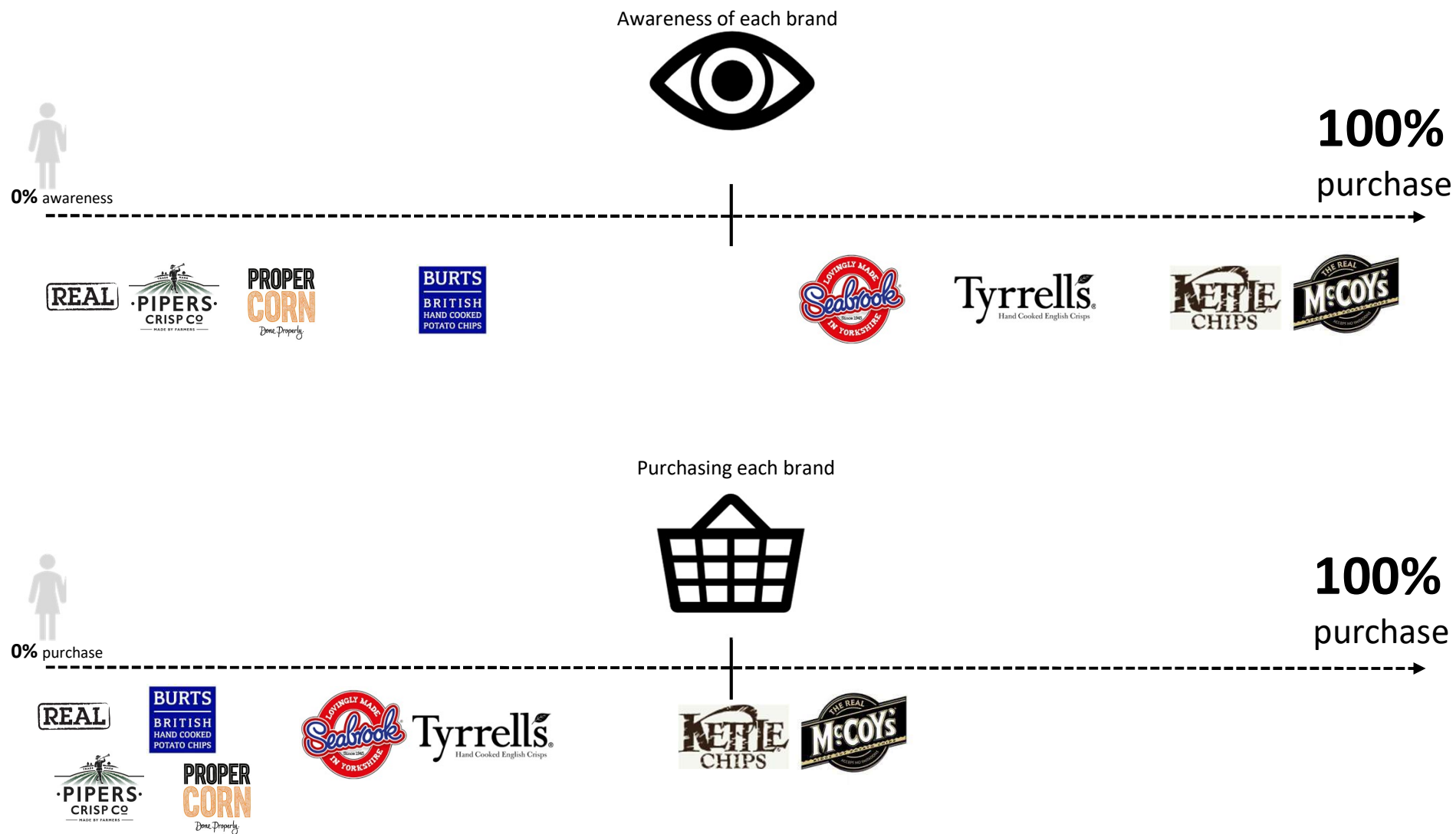
*And those with a sufficiently large sample base (40 minimum)



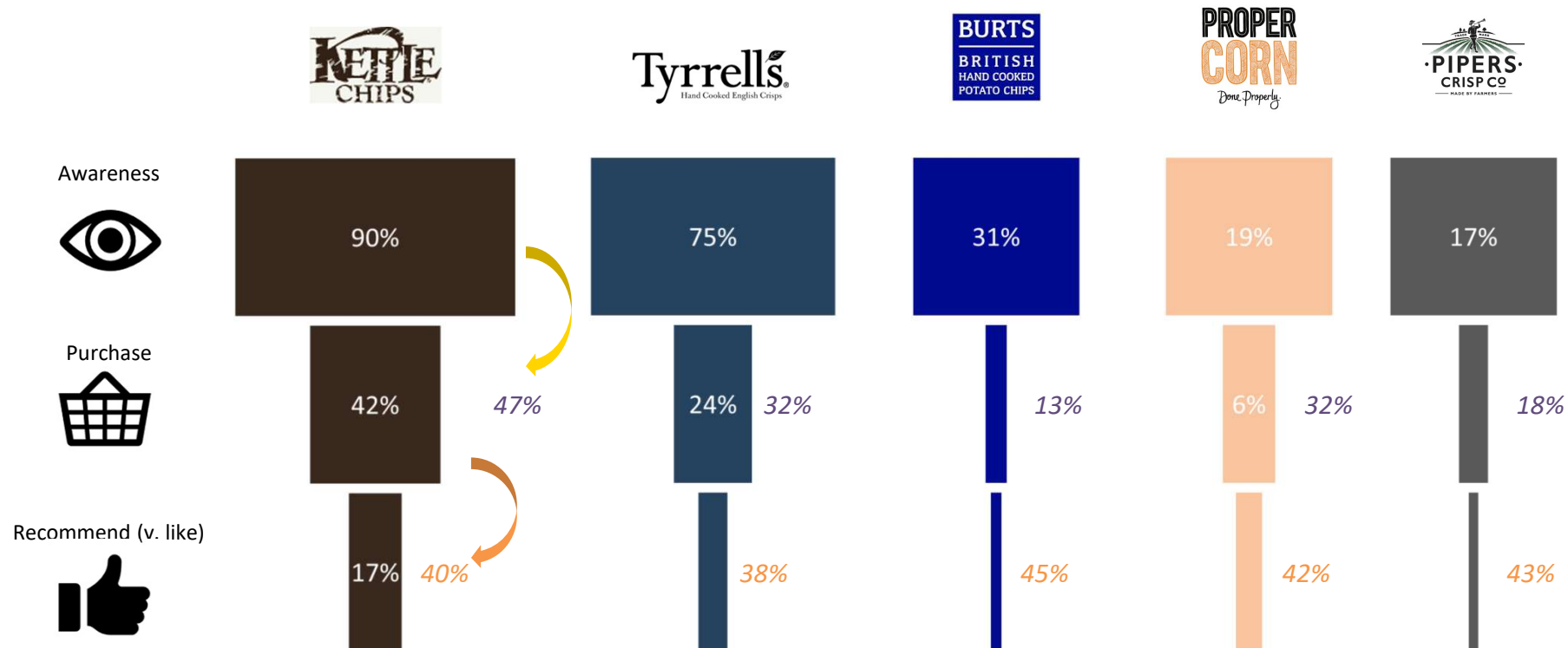
Regardless of base sizes (caution!), highest spend levels are with Pipers, NUDE and REAL advocates



Brand awareness and purchase



Brand loyalty to snacks



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Focusing in

Hand cooked crisps



Crisps generally receive a bad press and snacking data also suggests a decline in sales of potato-based snacks at the expense of trendier alternatives.

In Eureka! Research's exclusive snacking consultation with consumers, we reveal some of the findings related to the Hand Cooked snacking category!



73%

Of consumers purchase Hand Cooked Crisps; 17% regularly, 56% occasionally

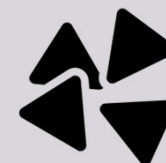


Those aged under 35, those with a larger family (living at home) and those with a higher income purchase more Hand Cooked Crisps

£12



Hand Cooked Crisp purchasers spend an 'above average' amount on snacks per week: on average £12 compared to £8 for 'normal crisps'



Purchasers are also buying tortilla crisps and vegetable crisps regularly

KETTLE
CHIPS

Kettle Chips is the most recognised and most purchased snacking brand amongst Hand Cooked Crisp purchasers



To hear more, contact us at
Eureka! Research
www.eurekaMR.co.uk
@eurekaMR

Vegetable crisps



Against a backdrop of declining sales of potato crisps, how big a dent could Vegetable Crisps make in the snacking market? In Eureka! Research's exclusive snacking consultation with consumers, we reveal some of the findings related to this burgeoning snacking category!



38%

Of consumers purchase Vegetable Crisps; 5% regularly, 33% occasionally



Women, higher earners and those aged 25 to 34 are the 'typical' purchasers of Vegetable Crisps

£16



Vegetable Crisp purchasers spend more per week than purchasers of other snack types, on average £16 per week. This compares to £8 for 'normal crisps'



Purchasers are also buying tortilla crisps and popcorn in significant numbers



Kettle Chips is the most recognised and most purchased snacking brand amongst Vegetable Crisp purchasers



To hear more, contact us at Eureka! Research
www.eurekaresearch.co.uk
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About us



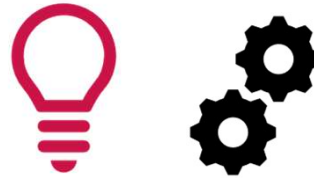
About Eureka!

Launched in 2016



Seeking to make a difference and stand apart from the typical 'beige' market research agencies

Insight & tools



No passing work to inexperienced juniors, between us we have the skills and experience to build the appropriate robust technical solutions

Fluid and adaptable



We're adaptable too, if we need to change direction, we'll discuss this with you and get your buy-in in advance

Team capacity



With a trusted team of four associates who we use to expand our capacity and delivery

Innovation not products



We do not sell products, we design studies to solve your business challenges, working in partnership and evolving the scope to exceed your expectations

Quality underpinned



We follow the Market Research Society (MRS) Code of Conduct and are an active member of the Company Partner network – giving our clients complete peace of mind

Contact Eureka!

Richard & Dave (co-founders of **Eureka! Research**) focus on consumer sectors that are experiencing a high level of disruption, such as the beer and snacking category.

Between us we have over 40 years of market research experience, and were recently shortlisted as a MRS Breakthrough Agency.

We use both traditional and cutting-edge research methodologies to get closer to what consumers, the trade and other stakeholders think about the market and new products.



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website



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