



Euromonitor
International

Savoury Snacks in the US

July 2026

Table of Contents

Savoury Snacks in the US - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Boulder Canyon'S Value Strategy Outpaces Volume Stagnation

Chart 2 - Consumers Seek Improved Manufacturing and Ingredient Formulations to Justify Costs

Chomps Redefines Everyday Protein with Chicken Innovation

Chart 3 - Chomps Continues Meat Craze with Chicken Stick Launch

Portion Control Captures Health-Conscious Consumers

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Premium Product Launches to Target Affluent Shoppers as Price Rises

Convenience Packaging and Seasonal Launches to Reshape Consumer Choices

Chart 7 - Analyst Insight for Savoury Snacks

Rising Demand for Intentional Snacking Set to Drive Premium Innovation

Chart 8 - Forecast Value Sales 2021-2031

Chart 9 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Inc Looks to Strengthen Snacking Reach as Frito-Lay Defends Leadership

Chart 10 - Company Shares 2026

Chart 11 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Lose Share as Shoppers Seek Value

Ai-Driven Brand Strategies Boost Online Sales Growth

Chart 12 - Retail Channels 2021-2026

PRODUCTS

Catalysts for Premiumisation and Formulation Shifts

Strategic Execution in Modern Snacking Portfolios

Market Polarisation and Value Creation

ECONOMIC CONTEXT

Chart 13 - Economic Context for Savoury Snacks

Chart 14 - Real Gdp Growth 2021-2031

Chart 15 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 16 - Consumer Context for Savoury Snacks

Chart 17 - Population 2021-2031

Chart 18 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Value-Led Growth and Strategic Pack Sizing in Us Snacks

Savoury Innovation Moves beyond Established Spicy Flavours

Chart 20 - Takis All Intense, Not All Spicy Campaign

Rxbar Leverages Functionality to Capture Premium Spending

Chart 21 - Rxbar Expands High Protein Line

Chart 22 - Value Sales 2021-2031

Chart 23 - Value Sales by Category 2026

WHAT'S NEXT?

Premium-Focused Product Shifts to Constrain Volume but Drive Value Gains

Regulatory Shifts and Consumer Intentionality to Reshape Product Portfolios

Chart 24 - Analyst Insight for Snacks

Socioeconomic Changes and Value Orientation Set to Favour Premium Innovation

Chart 25 - Forecast Value Sales 2021-2031

Chart 26 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Frito-Lay Co Retains Leadership of Snacks in the Us

Ferrero Launches Nutella Ice Cream to Capture Premium Demand

Chart 27 - Company Shares 2026

Chart 28 - Brand Shares 2026

CHANNELS

E-Commerce and Warehouse Clubs Gain Share as Grocery Retailers Lose Ground

E-Commerce Gains Momentum as Consumers Seek Choice and Value

Ai Integration and Digital Partnerships Boost Online Snack Visibility

Chart 29 - Retail Channels 2021-2026

PRODUCTS

Shifting Priorities Towards Functionality and Transparency

Premium Formats and Novel Flavour Experiences

Strategic Consolidation and Portfolio Optimisation

ECONOMIC CONTEXT

Chart 30 - Economic Context for Snacks

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Snacks

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-the-us/report.