

The Grocer

Digital Feature: 10 Things You Need To Know About... Bagged Snacks

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The Grocer's exciting programme of digital, online features continues in January with an analysis of the bagged snacks market. Below is an initial¹ rundown of the stories we are looking to cover in this feature. If you are a brand interested in getting involved editorially, please contact the relevant writers. For advertising enquiries please contact: simon.apps@thegrocer.co.uk

1. The snacking habits of Britain

Do Brits really share 'sharing bags' of crisps? How many meals a week does the average Brit skip and what snacks do we use to fill the gap? And what do men and women really think about 'healthier' snacks? All will be revealed... The Grocer has commissioned an exclusive consumer poll with Harris Interactive to delve into snacking habits of Britain. **Writer: Natalie Brown** (Natalie_brown@live.co.uk)

2. The Grocer's digital consumer panel: crunch time for posh crisps

This time around we're putting four of the latest premium crisp launches to the test. Our digital consumer panel, put together by Watch Me Think, will give their verdict on these products in exclusive online videos. How will they taste? How easy are they to find in store? How effective is the packaging? And, crucially, would our panel buy these products again? **Writer: Amy North** (Amy.North@thegrocer.co.uk)

3. Top 10 launches from around the world

We've teamed up with Mintel again to pick the best innovation from around the world in bagged snacks. So which products have made our Top 10 and which trends have driven their development? **Writer: Amy North** (Amy.North@thegrocer.co.uk)

4. The UK's top snack brands

Exclusive sales figures from IRI reveal who's hot and who's not in bagged snacks. Our analysis will reveal the reasons behind the wins and losses or the markets movers and shakers over the past year and look at what the year ahead holds for snacking. **Writer: Amy North** (Amy.North@thegrocer.co.uk)

5. Meet the buyers

Everyone knows that it's not just what you know that matters in grocery... it's who you know. We will be speaking to buyers from across the major retailers to find out what makes them tick

and how they see the market developing over the coming year. **Writer: Natalie Brown** (Natalie_brown@live.co.uk)

6. Healthy snacking

From wholegrains and popped chips to protein fortified crisps... the dominant trend in bagged snacks at present is health. We will be speaking to players large and small about how the growing health consciousness of shoppers and the growing obligations of manufacturers to offer healthy alternatives are shaping the market. **Writer: Amy North** (Amy.North@thegrocer.co.uk)

7. Social media

We've teamed up with digital content and social media agency Headstream to weigh up which bagged snack brands are using social media most effectively, and how. **Writer: Natalie Brown** (Natalie_brown@live.co.uk)

8. Advertising

Advertising insights agency Ebiquity has crunched the numbers on bagged snacks' biggest advertisers. So who's spending the most? What are they spending on? And how effective are their ads? **Writer: Natalie Brown** (Natalie_brown@live.co.uk)

9. Popcorn

Popcorn is one of the fastest growing categories in grocery at present. But penetration is still low, so just how big can the market get? What are the opportunities and challenges for the market's players? We will be using sales data from IRI and Kantar Worldpanel in our analysis. **Writer: Amy North** (Amy.North@thegrocer.co.uk)

10. Nuts

Exclusive analysis from Kantar Worldpanel makes one thing clear: Brits are going nuts about nuts, with sales having boomed over the past year. Why? Which brands are driving this growth and how are they looking to sustain it? To what extent is growing demand for healthier snacks fuelling demand? **Writer: Natalie Brown** (Natalie_brown@live.co.uk)

ⁱ Stories are subject to change