26 SEPTEMBER 2026

The Grocer Guide to...

The Grocer

Snacking

graze



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Thoughtful snacks for real life

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KEY BRANDS

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– Nut Crunch: Chilli & Lime, Chorizo & Honey, Cocoa & Sea Salt Honey, Colman's Honey & Mustard, Marmite Cashews

– Veg Crunch: Smoky BBQ, Marmite, Sweet & Salty, Sweet Chilli, Teriyaki

– Oat Brownies/Blondie: Pecan & Milk Chocolate, Hazelnut & Dark Chocolate, Pistachio & White Chocolate

– Oat Boosts: Cocoa Vanilla, Cherry Bakewell, Lemon Blueberry, Sticky Toffee, Banana Bread, Cocoa Orange, Honey, Peanut Butter

"When we bought graze, we made one promise: better is possible," says Edward Sweet-Williams, CEO at Candy Kittens family. Following its 2026 acquisition, the graze brand, relaunched under a new platform; 'We Think. You Eat.', which captures the company's whole philosophy in four words, he says. "We obsess over every ingredient, every texture and every flavour combination, so that eating well takes no effort at all," he explains.

"The category has been telling people to compromise for years – less of this, free-from that. We've gone the other way. We're taste-obsessed first, and the health credentials are simply built in. That's what shoppers actually want: snacks they'd choose to eat."

That philosophy is driving an ambitious NPD programme for graze. The brand recently launched its Oat Brownies and Blondie. Made with wholegrain oats and rich cocoa, topped with caramelised nuts, the range of three brings a genuinely better-for-you answer for more indulgent moments in the day, says Sweet-Williams.

Collaborations are also central to the pipeline, as graze partners with some of Britain's most distinctive taste brands to bring bold, familiar flavours to its nuts and snacks portfolio, alongside further collaborative NPD into 2027, he adds. "This lets us deliver newness and reassurance in the same bag. Shoppers get a flavour they love, on a format they can feel good about. Retailers get incremental excitement in the fixture rather than another me-too launch."



"We obsess over every ingredient, every texture and every flavour combination, so that eating well takes no effort at all"





The relaunch under the new 'We Think. You Eat.' platform is rolling out this September across retailers, with bold new packaging and a significant improvement in sustainability credentials, reducing plastic by 78% in the front-of-store range alone.

Through the remainder of 2026, the brand's biggest support programme to date has digital at its heart. An always-on social programme built entirely on the new platform pairs founder-led content from Jamie Laing with behind-the-scenes storytelling about the craft that goes into every product, drawing on the social-first expertise of the Candy Kittens family.

A substantial retail media investment connects the digital shelf to the physical one, ensuring the brand shows up consistently from feed to fixture. And the year finishes big: Christmas sees graze go all-in on indulgent nuts, at the peak season. Activation in 2027 is also planned across key snacking moments

"Everything we do ladders back to the same idea," says Sweet-Williams. "We do the obsessing over whether a caramelised pecan needs three more seconds in the pan. All our shoppers have to do is eat. For retailers, that means a brand with a clear point of view, a busy pipeline and the support to match."

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Analysis

Healthy outlook



While 'better for you' options are still front and centre in consumer searches, combining newness with trusted favourites is the formula for success, say suppliers

If you step back 50 years, the contrast of the snacking category in the 1970s compared to today is stark. Back then, three meals a day was the norm, and snacking in-between was often discouraged by parents, who thought it would 'ruin' dinner.

Fast-forward half a century and the snacking landscape has been transformed, both by lifestyle choice and the influence of modern-day working – hybrid, fast-paced – as well as dietary habits, latest of which is the rapid rise in medications such as GLP-1. While taste is still the key driver of popularity in snacking, consumers' desire to explore new horizons and focus on their health from the inside out has influenced much of current innovation, with clean ingredients, world flavours and functional benefits to the fore. So, while flavour remains king pin, suppliers now have to satisfy much more diverse expectations from their shopper audience, with innovation creating a diverse and dynamic category increasingly focused on wellbeing.

As Edward Sweet-Williams, CEO of Candy Kittens family, owner of the graze brand, notes: "Healthy snacking has finally stopped apologising for itself. For years, the category traded on what was taken out – less sugar, fewer calories – while taste was the compromise shoppers were asked to accept. That era is over. The brands growing now are the ones leading with flavour, positive nutrition and craft," he says. "The numbers back that momentum: the UK healthy snacks market was worth around £4.7bn in 2024[1] and is forecast to grow at roughly 5.5% a year to £7.5bn by 2033[2], comfortably outpacing total snacking. Into 2027, we expect the winners to be brands that can sit credibly in both worlds: genuinely 'better for you', and genuinely the tastiest thing in the aisle."

Healthier snacking has well and truly moved into the mainstream, with people paying much more attention to what they eat and how it makes them feel, agrees Luke Stowell, managing director at Natural Balance Foods, owner of the Trek and nakd brands. "They want snacks that work in their busy lives, that they can grab on the way to work, throw in a bag or reach for when they hit that afternoon slump. That's why snacks that bring together convenience and benefits like protein and fibre are leading the way.

"Over half (51%)[3] of shoppers say 'healthy nutrition' is important to them, which has led to 'better for you' snack



51%

of shoppers say 'healthy nutrition' is important to them[3]

NIQ

+5.6%

Value growth for CNSP[6]

Kantar

80%

of households with a GLP-1 user say it has changed how the whole household eats[ii]

IGD/NIQ

77%

of snack users are drawn to products with just a few ingredients[xi]

Mintel

bars to grow +12.2%[4]," he adds. "People are getting much savvier about fuelling themselves, and they want products that make doing that easy. But taste remains non-negotiable. If a snack doesn't deliver on flavour, it won't make it into baskets. Shoppers are making quick decisions and looking for options that feel both rewarding and reassuring."

Meanwhile, in the same company, Bear marketing manager Stephanie Armstrong says fruit snacking is having a really exciting moment, as more shoppers look beyond traditional confectionery and heavily processed options for something more natural – and it doesn't get better than 100% fruit snacks, she notes. "While this segment is already well-established among families, the opportunity stretches beyond kids' lunchboxes, with adult fruit snacking gaining momentum too. Dried fruit ticks so many boxes that today's shoppers are looking for – taste, convenience and familiarity – in an ambient, no-fuss format that fits easily into busy routines."

Savoury drives forwards

Savoury snacking has remained resilient over the past year and continues to be a significant sales driver for retailers, reports Seren Cankiri, chief marketing officer at PepsiCo. "The category is currently worth £6.7bn RSV and is growing at 2.8% versus this time last year[5]," he says. "Shoppers come back to the brands and flavours they know and love, so keeping those favourites exciting and easy to find, while giving them something new to discover, is a big part of how we can keep the category growing. That thinking has continued to shape where we invest, making sure our biggest brands stay fresh and relevant to consumers."

In the crisps, nuts, snacks and popcorn (CNSP) market, total growth is at 5.6% value and +2.9% volume[6] according to Calbee UK group marketing director Claire Hooper. "Total bagged savoury snacks has seen spend grow by 3.6% in the last 52 weeks, but this is mainly driven by inflation, with volume only up+ 0.8%[7]," she says. "Looking at the 12 weeks to the start of August, savoury snacks saw volume growth of 2.9%[8], the largest 12-week growth since April 2025, with the average RSP up 2.6%[9]."

The growth in savoury snacks continues to be driven by sharing... which is driving volume growth in the category and accounts for over 53% of

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sales[10], she adds. And, in terms of key trends influencing the category, there is continued interest in Japan, Korea and East Asia, with Asian snacks now worth over £16m and growing in both value and volume at 21% and 26..6% respectively[11], she notes. This is heavily influenced by travel, culture and cuisine.

At Nissin, which creates Japanese-inspired pot noodles, ramen and soba for the UK market, Olaf Büttner, CEO of Nissin Foods Europe, confirms this interest in Asian cuisine, saying the market continues to benefit from the demand for convenience, affordability and variety. "We expect these fundamentals to remain strong through 2027, with innovation and new flavour experiences driving additional growth," he notes.

Meanwhile, in the handcooked crisps market flavour has remained one of the biggest drivers of choice, observes Tash Jones, commercial director at Fairfields Farm Crisps. "Small plates and street food are having a real moment, helping to drive consumer interest in flavours inspired by global cuisines," she says. "Consumers are increasingly seeking more adventurous, layered and bold flavour experiences, with growing interest in globally inspired profiles, sweet and spicy combinations and familiar favourites given a fresh twist."

However, shoppers are also looking for provenance, while premiumisation continues to play an important role, particularly around entertaining and sharing occasions, she notes, adding: "Consumers are looking for a more elevated snacking experience, where flavour, texture and crunch all contribute."

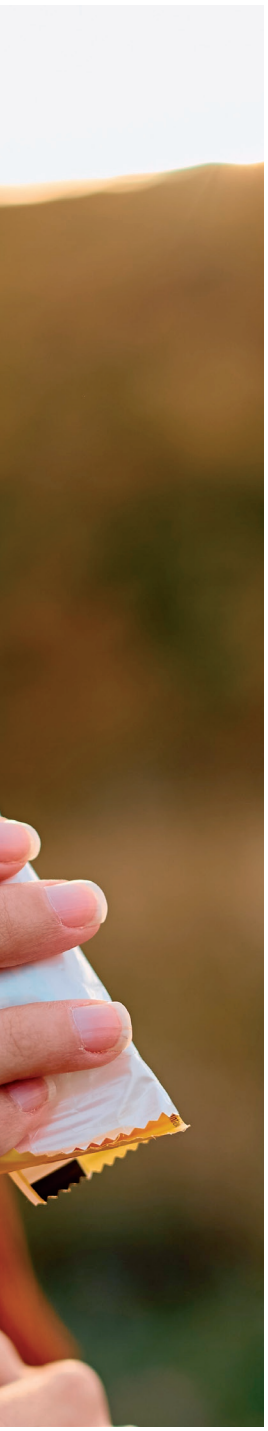
Cost of living pressures continue to shape the savoury snacks market, with the added challenges of HFSS/LHF regulation, UPF concerns and the emerging influence of GLP-1, reports Matt Smith, marketing director at Tayto Group. "Pork snacks have outperformed savoury snacks (+14% vs +2%[12]), demonstrating resilience and the appeal of scratchings' distinctive taste and texture," he says. "The sector is well positioned as an affordable night-in treat, with consumers recreating the pub experience at home for a fraction of the cost of a pub visit."

In meat snacking, the category continues to outperform the wider snacking market as shoppers



increasingly look for products that combine taste, convenience and nutritional value, says David Harriman, UKI country director at Link Snacks. "The meat snacks category has tripled in size since 2018[13]," he reports. "Household penetration has increased from one in four to one in three households (26% to 32%)[14], while purchase frequency has risen from seven to 10 occasions a year. This demonstrates that meat snacks' growth is coming both from recruiting new shoppers and encouraging existing buyers to purchase more often.

"We expect this momentum to continue into 2027 and beyond," he adds. "Link Snacks forecasts meat snacks will deliver compound annual growth of 10.3% over the next five years[15], compared with 4% for savoury snacks overall[16]. That represents a potential incremental £230m opportunity[17]."



Influence of dietary medications

Consumers increasingly turning to larger snacks to replace mealtimes is now "a structural shift, not a niche", says Candy Kittens' Sweet-Williams. "A 2026 study shows 6.3% of GB households include at least one GLP-1 user, up from 4.1% in 2025[i], while other research finds 80% of households with a user say it has changed how the whole household eats[ii], with healthier choices and fewer takeaways the most common shifts. With a pill format approved for weight loss in 2026, users could more than double.

"GLP-1 shoppers are eating less, which means every eating occasion has to count; nutrient density, satiety and genuine pleasure all matter more when appetite is smaller. That plays directly to nutrient-rich, satiating formats like nuts and wholegrain bakes."

"GLP-1s are undoubtedly adding a new dimension to how consumers are thinking about appetite, portion size and satiety," says Tayto's Smith. "They're also prompting a broader reassessment of eating habits, including changing taste preferences and what consumers expect from food. For savoury snacking, this creates a real opportunity. As the focus shifts from quantity to quality, every bite needs to work harder – delivering great flavour and texture, a satisfying experience and, increasingly, meaningful nutritional value … making every eating occasion count."

At Nissin, Büttner believes it's too early to say how fundamentally GLP-1 medications will change eating habits. "What we're seeing more broadly is demand for convenient products that can fulfil different eating occasions – from a quick snack to a more substantial meal," he notes.

Link Snacks' Harriman says that with GLP-1 medications forming a broader shift towards smaller, more flexible eating occasions, consumers increasingly look for satisfying snacks that offer nutritional value. "This creates opportunities at both ends of the market. Single-serve formats remain important for controlled portions and on-the-go consumption, while larger packs can serve working-from-home, evening and sharing occasions," he says. "Hot snacks, dips and other meal-adjacent formats will contribute to the wider trend towards 'mini meals'.

"For meat snacks, the opportunity is to establish the category as a filling and convenient choice that can work independently, within a meal deal or alongside other products," he adds.

Habits forming because of GLP-1 include reduced snacking, reduced portion size and fewer meals, says Calbee UK's Hooper. "As a result, volume is softening in the multipack category, which is seeing a decline of -0.4%[iii] as, for example, elements of a larger lunch are being taken away in favour of more nutritious, smaller meals," she says. "For snacking there is a growing requirement to deliver products that meet both nutrition and GLP-1 needs, especially when we consider that, by July 2026, 8% of the population[iv] had tried the medication and the share of households with at least one user has increased from 9% to 12% in the last six months[v].

"Impulse categories have seen the greatest impact to date, with GLP-1 users purchasing 6.1% fewer units over a 24-week period[vi], while fresh food purchasing has remained relatively stable[vii], highlighting the importance of ensuring that GLP-1 users continue to engage with the snacking category."

Dairy company Kinisla reports that cheese snacking continues to be one of the more dynamic parts of the snacks market. "The cheese snacking category has grown by 40% over the past four years[18], with changing lifestyles creating opportunities across lunchboxes, after-school, food-to-go and adult snacking occasions," says head of core brands & business Sarah Davies. "Looking ahead, we expect the category to continue evolving around different consumer needs and occasions, particularly as shoppers continue to look for convenient, nutritious snacks that fit around increasingly varied routines."

Rollover general manager Tony Owen points to the on-the-go snacking market becoming increasingly diverse, with shoppers now able to choose from a much broader range of hot, substantial and premium options alongside more traditional snacks. He says the wider on-the-go market is now worth £25.4bn[19] while the meat snacking category is worth £271m[20]. "This evolution is creating new opportunities for retailers to broaden their snacking ranges and drive sales, particularly as consumers continue to seek convenient, more substantial options for different occasions," he says.

In savoury pastry, the snacking category has faced challenges over the past year, says Jason Manley, brand

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director at The Compleat Food Group. That said, demand for trusted brands and consumer-driven innovation remains strong. "Shoppers continue to seek products that deliver great taste, convenience and value, creating opportunities for brands to evolve established favourites for modern lifestyles," he says. "We have also seen continued growth in premium savoury pastry snacking, with premium lines outperforming the wider category, growing +6.5% in value and +5.2% in volume year-on-year[21]. This demonstrates that while value remains important, shoppers are still willing to trade up for products that offer quality and craftsmanship.

"Alongside this, demand for snacks with additional nutritional benefits continues to grow. Protein remains a key driver, and our Wall's High Protein Sausage Roll is a good example of this trend in action, with 32% of shoppers entirely new to the rolls category[22]."

An overlooked opportunity lies in the children's snacking market, according to Georgina Pattison, general manager at Hero UK&I. "One of the biggest shifts we're seeing is that shoppers are becoming much more considered about the role snacks play in their day," she says. "Convenience and taste remain hugely important, but people are also looking more closely at ingredients, nutrition and whether a product genuinely meets their needs. That's particularly true in children's snacking. Parents don't suddenly stop thinking about nutrition as their children grow, and expectations around ingredients and healthier choices are only increasing. At the same time, children still need to be excited about what they're eating. The opportunity for brands is to find that balance between reassurance for parents and the taste, flavour and fun children want."

With so much choice now on-shelf, standout is an increasingly important factor for brands to get noticed. "As a high-impulse sector, snacking growth is increasingly driven by strong in-store visibility, with brands needing to combine this with effective point-of-sale activation and disruptive displays that capture shopper attention," says Nicola McNey, head of sales, marketing and innovation – retail cluster at DS Smith UK Packaging. "Looking ahead to 2027 and beyond, we expect retailers to continue rationalising ranges, while brands focus on pack optimisation, right-sizing and occasion-based formats such as sharing packs. Against this backdrop, secondary shelf-ready packaging (SRP) will play an increasingly important role, not only in delivering greater shelf impact and product protection, but also in supporting retailer priorities such as faster replenishment."



Changing nature of mealtimes

Rather than structuring every purchase around breakfast, lunch and dinner, shoppers are looking for options that work around their individual routines and appetites, notes Rollover's Owen. "As the line between meals and snacks becomes less defined, shoppers are looking for convenient options that still deliver on taste, quality and variety," he says. "There's also an interesting balance between familiarity and discovery. Consumers continue to gravitate towards flavours and dishes they know and love, but they're increasingly exposed to new styles, globally inspired recipes and formats. In fact, 40% of consumers are calling for greater variety in hot options when out and about[23], demonstrating the opportunity for retailers to bring something different to the snacking fixture. For retailers, the opportunity is to offer the best of both worlds: flavours shoppers already know and love, reimagined through formats and experiences that fit the way people eat today."

"There is a real appetite for discovery, be it through new ingredients, formats, flavour combinations or textures. The sweet spot is familiarity with a twist"



Kinisla's Davies says the company is certainly seeing more opportunities for snacking through the day as routines become more flexible and consumers look for convenient options that work across different occasions. "In cheese snacking that has opened up opportunities well beyond the traditional lunchbox, from food-to go through to adult snacking," she says. "At the same time, there is room for both trusted favourites and something new, with consumers looking for greater variety in formats, textures and flavours."

Flexible working, busy lifestyles and changing meal patterns mean more consumers are eating little and often, creating more opportunities for snacks throughout the day and increasingly blurring the lines between meals and snacking occasions, says Leona McCaugherty, head of marketing at Forest Feast. "At the same time, we don't believe convenience means consumers are prepared to compromise on quality or taste. There is a real appetite for discovery, whether that comes through new ingredients, formats, flavour combinations or textures. For us, the sweet spot is familiarity with a twist – taking something consumers understand and love, and introducing an unexpected element that makes it feel new and exciting."

Eating patterns are becoming increasingly flexible, with snacks playing a bigger role throughout the day and, in some markets, increasingly replacing traditional meals, says Susan Nash, trade communications manager at Mondelez International. "In the UK, 72% of snack eaters snack at least once a day[24], while 53% of shoppers are looking for on-the-go snacking solutions[25].

"Shoppers are looking for convenient food options that can fit flexibly around their day," she adds. "Recent research into consumer sentiment online shows that convenience is a recurring priority when people discuss their snacking choices[26], and we are regularly reviewing how our products can meet the evolving snacking needs of our shoppers. Our new range of Grab & Go bars looks to tap into the evolution of snacking on-the-go."

More people than ever are juggling hybrid working alongside the demands of everyday life, meaning they're eating at different times and in different places, says Natural Balance Foods' Stowell. "As a result, mealtimes have become more flexible, with snacks helping to fill the gaps and offering a convenient option that fits easily into busy lifestyles – whether that's at a desk, between meetings, on the school run or as post-workout fuel. Cereal bars continue to play a key role here, because they're versatile, familiar and easy to shop. They work just as well for a quick breakfast, a mid-morning pick-me-up, or a grab-and-go snack, which is why we're seeing growth across singles as well as multipack 'take-home' formats, growing +2.9% and +1.8% respectively[27]."

Armstrong adds that convenience remains essential for busy families, with most parents seeking nutritious lunchbox options that require minimal prep time in order to make hectic mornings and packed schedules easier to manage. In this regard fruit snacking is a lunchbox staple... and, with only 18% of UK children currently hitting their 5-a-day[28], making fruit fun, tasty and easy to eat is key, she notes.

Candy Kittens' Sweet-Williams puts the blurring of the three meals a day structure down to hybrid working. "The desk drawer, the commute, the 3pm slump at the kitchen table – these are now distinct eating occasions with distinct needs, and snacks are doing jobs that used to belong to meals," he says. "The opportunity for brands and retailers is to drive those occasions in-store and through activation."

Hybrid working, commuting and changing routines have all reshaped the traditional three-meals-a-day structure, creating more opportunities for convenient informal eating," agrees Jones from Fairfields Farm. "Snacks are increasingly filling the gaps between routines and, in some cases, replacing more formal meal occasions altogether."

Fairfields' own research has found that watching television is the biggest occasion for consumers to enjoy crisps, with 55% saying they typically eat them then[29]. Nearly half[30] also enjoy them as a daytime snack or alongside lunch, she adds, highlighting the opportunity for crisps to meet a broader range of everyday eating occasions beyond the traditional evening snack.

"As traditional mealtimes continue to blur, we're seeing savoury pastry snacking play a bigger role beyond conventional snacking occasions," says The Compleat Food Group's Manley. "Consumers increasingly want food that is convenient, satisfying and versatile, creating opportunities for formats such as sausage rolls, slices and scotch eggs that can be enjoyed as snacks, light meals or food-to-go options.

"The widespread adoption of air fryers highlights this shift, with 65% of UK households now owning one and 86% of owners using them weekly[31]," he adds. "Consumers are seeking quick, affordable and satisfying options at home, making pastry products particularly well suited to the trend as they perform well in air fryers."

At Tayto, Smith agrees that the boundaries between meals and snacks are becoming increasingly blurred. "Hybrid working, busier lifestyles and more flexible routines are creating more frequent, smaller eating occasions – with lunch particularly fluid," he notes. "Convenience is increasingly part of the equation. But consumers aren't

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choosing between familiar and new – they want both. Shoppers are drawn to new flavours, formats and experiences, but still rely on the reassurance of familiar favourites. Newness drives excitement and discovery while the classics keep consumers coming back."

Traditional mealtimes are becoming less rigid as hybrid working, commuting, exercise, gaming and busy family routines create more flexible eating occasions, observes Link Snacks' Harriman. "Consumers increasingly expect snacks to do more than provide a quick treat: they want portability and enjoyment, but also greater satiety and nutritional value. Meat snacks are well positioned to meet those needs because they provide naturally complete protein in a convenient format that can be eaten at home or on the move."

With family routines increasingly busy, they rarely look exactly the same from one day to the next, points out Hero UK&I's Pattison. "The school run, nursery, after-school activities, travel and family days out all create different snacking moments, so parents need options that can fit easily around real life," she notes. "Eating occasions are also becoming more informal. The rise of snack plates or 'picky teas' reflects the fact that families are looking for simple, flexible meal and snacking solutions that fit around busy routines. Products such as rice cakes or crackers can work well as part of those occasions, alongside fruit, vegetables or dips.

"There's an interesting shift across the day too. Healthier snacking tends to be more front of mind in the morning but there's a real opportunity to help families carry those choices through into the afternoon. That's often when time and energy are under the most pressure, making convenient, easy-to-serve options even more important."

Snacking is increasingly spread across different occasions: on-the-go, at home, at work and socially, says DS Smith's McNey. "Consumers want novelty without losing familiarity, particularly when it comes to familiar products with an adventurous flavour twist," she says. "Premiumisation is also shaping category growth, with trend-led innovations and indulgent formats attracting shoppers willing to trade up. Packaging and merchandising therefore need to work harder, not only to protect products but also to reinforce premium credentials and justify higher price points."



Broader view on health

The 'better for you' (BFY) category within snacking is expected to grow ahead of total snacking at a CAGR of 7.7% to 2030[32], highlighting the importance of this sector, reveals Calbee UK's Hooper. The BFY category is worth over £912m and experiencing growth in value and volume at +5.9% and 2.4% respectively[33], she says. "Within this, positive health covers products high in protein and fibre and it is these nutrient-dense snacks that consumers are looking for. Experiencing the strongest growth, at +16% value and +12% volume[34], positive health products are performing ahead of all subcategories, including 'low and light'[35]."

> **"Consumers don't want 'worthy' snacks; they want great-tasting products that deliver something more, and that complement their lifestyles"**

"More than half (54%)[36] of UK snackers show an interest in health, with this interest continuing to grow[37]," says PepsiCo's Cankiri. He reveals that a wider shift across the company's portfolio means 59% of its UK snack sales now come from healthier choices[38]. "We've made this progress through continued recipe development across our core brands, the launch of more than 60 non-HFSS products and the introduction of snacks in portions of 100 calories or less," he says.

Healthier snacking has to be about more than simply removing things, says Hero UK&I's Pattison. "Shoppers increasingly want products made with



Why fibre is the 'quiet riser'

While protein isn't going anywhere, fibre is the "quiet riser", according to Candy Kittens' Sweet-Williams. "The government recommends 30g of fibre a day, yet figures show UK adults averaging just 16-18g[viii], with only around 4-9% hitting the target[ix]. That's one of the biggest, most fixable gaps in the British diet, and wholegrain oats, nuts and seeds close it naturally.

"Shoppers are engaged, too: 59% of snack eaters seek snacks with specific health benefits[x], while 77% are drawn to products with just a few ingredients[xi]. Shoppers want real food with real ingredients where the nutrition is intrinsic."

Natural Balance Foods' Stowell points out that protein has become a staple of everyday snacking and shows no signs of slowing. However, he says fibre is becoming one of the most important emerging conversations in snacking, particularly as awareness grows around gut health and the fact that most UK consumers are not getting enough of it in their diets. "As a result fibre has skyrocketed this year, driven by shoppers actively looking for easy ways to up their intake through everyday foods," he notes. In fact, "functional health bars are now the fastest-growing part of the 'better for you' segment, up 24.3%[xii]".

Fibre is becoming increasingly relevant to consumer choice, agrees Mondelez International's Nash. This is "driven in part by shoppers looking for snacks that offer greater satiety and can keep them going throughout the day".

While protein continues to attract attention, there is also a growing opportunity around more familiar and accessible nutritional benefits, particularly fibre, says PepsiCo's Cankiri. "With 96% of UK adults not meeting the recommended daily fibre intake[xiii], there's a real opportunity to make it easier for people to get more fibre into their everyday diets," he notes.

Alongside protein, there is growing interest in fibre and greater awareness of how consumers can incorporate more fibre into their everyday diets," agrees Forest Feast's McCaugherty. "Social-led trends such as 'fibre-maxxing' are helping to bring this conversation into the mainstream, creating an opportunity for naturally fibre-containing categories such as dried fruit."

familiar ingredients, clear nutritional benefits and credentials they can understand, but none of that matters if the product doesn't taste good," she says. "We're also seeing that choosing snacks for little ones is about balancing the needs of both parent and child. Our latest research shows that trust and whether their child enjoys a product are the two strongest drivers of brand consideration among parents, followed by value for money[39]. Reassurance around safety and nutrition also rank highly[40]. Parents and children are looking for different things from the same product, which means successful brands need to earn trust without losing sight of enjoyment."

Protein remains firmly in the driving seat, according to Link Snacks' Harriman. The company's research shows 70% of consumers now prioritise protein as a macronutrient, compared to 45% in 2021[41]. "Furthermore, 79% say protein takes centre stage in their food choices and 67% are trying to consume more of it every day[42]." However, he also points to fibre and gut health as growing areas of interest which he believes will shape innovation across snacking (see panel above).

While protein continues to be an important part of the conversation, Kinisla's Davies says the broader picture sees consumers looking for snacks with clear nutritional benefit that still deliver on taste and convenience. "Half of consumers are now looking for smaller, smarter, high-impact options[43], which reflects a wider desire for snacks that work harder," she notes. "That's an area where dairy is well placed to deliver because cheese naturally provides protein alongside other dairy nutrients."

"Protein continues to play a key role in snacking. However, we think the definition of better snacking is becoming broader, with consumers increasingly interested in quality ingredients, naturally occurring nutritional benefits and snacks that deliver on taste as well as nutrition," observes Forest Feast's McCaugherty. "It's about balance. A snack doesn't necessarily need to feel worthy or restrictive to be a better choice. The strongest propositions bring together quality ingredients, great taste and an enjoyable sensory experience."

"Protein remains one of the strongest trends in snacking because consumers clearly understand its benefits, from feeling fuller for longer and sustained energy to supporting healthier eating habits," says The Compleat Food Group's Manley. "In fact, 28% of consumers are actively trying to increase their protein intake[44], while 38% of food-to-go shoppers say 'high in protein' is an important purchase factor[45].

"While interest in wider functional benefits continues to grow, consumers are looking for benefits that fit naturally

Analysis

into their everyday choices. As a result, products that combine great taste with clear, accessible nutritional benefits are ideally placed to succeed."

While protein remains highly relevant, the definition of 'better for you' is becoming broader, observes Büttner at Nissin. "Consumers are increasingly interested in balanced nutrition, functional ingredients and premium products that deliver both convenience and nutritional value," he says.

In the savoury snack sector, taste is still the top consideration, says Tayto's Smith. "The key for snacks is that health can't come at the expense of enjoyment," he says. "Consumers don't want 'worthy' snacks; they want great-tasting products that deliver something more and that complement their lifestyles. Consumers understand that savoury snacks are a treat, so health credentials need to add value without compromising on flavour or enjoyment," he notes. "Healthy snacking remains relatively small, and products that feel overly engineered face credibility challenges, particularly around UPF. Increasingly, consumers are looking beyond single nutrients and taking a more complete view of nutrition – from fibre and whole ingredients to gut health and other functional benefits."



Flavour: nostalgia vs newness

Swicy is definitely a current trend as consumers increasingly look for complexity rather than heat for heat's sake, says Tayto's Smith. "We're seeing a move towards bolder, more layered flavour experiences alongside the continued strength of the core flavours consumers know and love. Emerging flavours are exciting and help drive interest in the category but core flavours remain the ones consumers consistently come back to, providing the familiarity and reassurance that sits at the heart of the category.

"Swicy might be a headline act right now, but the bigger opportunity is flavour without compromise – combining familiar favourites with distinctive new twists that give consumers a reason to explore."

At Forest Feast, McCaugherty says consumers are increasingly open to bold and unexpected flavour combinations, often inspired by global cuisines and amplified by social media trends. "We've recently launched a spicy Chilli & Lime Mango, which taps into this sweet-meets-heat trend by pairing naturally sweet mango with chilli. For us, it's a good example of how a familiar ingredient can be reimagined in a way that feels new and exciting," she notes.

While the swicy trend is still going strong, Fairfields Farm's Jones doesn't see it as the only flavour trend shaping the savoury snacking market. "More broadly, consumers are looking for greater contrast and complexity in their flavour choices, with unexpected sweet and savoury combinations, bold seasoning and street food-inspired flavours, giving more familiar snacks an adventurous twist. There's a growing appetite for flavours that feel distinctive and exciting while still being accessible enough to encourage trial."

> **"Consumers are looking for greater contrast and complexity, including unexpected combinations, bold seasoning and street-food inspired flavours"**

Fairfields "got ahead" of this appetite for unexpected flavour combinations with its first-ever Easter chocolate collaboration with Temprd Chocolate, which saw the limited edition introduction of Milk Chocolate Potato Crisp-Filled Egg Pieces. "The response was incredible with the product selling out almost instantly," she reveals.

"Looking ahead, we predict the next big trend in the crisp market will be more savoury-sweet mash-ups. We expect to see more collaborations and crossover products that challenge traditional category boundaries and offer consumers something genuinely different."

She also believes loaded and dressed



crisps, piled high with toppings in the style of loaded fries or nachos are set to have their moment as a shareable, occasion-led snack. "As consumers continue to look for new ways to make snacking more exciting and sociable, we see plenty of potential for this trend to develop," she says.

Consumers are looking for more than just one flavour combination, says Nissin's Büttner. "We see growing interest in bold, spicy sour (Yutsu) and internationally inspired flavour profiles, particularly when they offer a new taste experience."

Shoppers continue to look for new and interesting flavour combinations, agrees Mondelez's Nash. The company recently launched Philadelphia Mexican Style, a limited-edition variant that combines smooth Philadelphia with a jalapeño-inspired twist. It also looked to tap into world flavours and pop culture via Oreo's collaboration with K-Pop icons BTS, with the limited-edition Oreo & BTS Cookies. These are filled with a sweet creme that remixes the flavours of hotteok, a warm, brown sugar-stuffed pancake popular in Korean street food markets and features six unique embossments BTS designed for their fans. "Looking ahead, we expect texture and interesting flavour combinations to become an increasingly important part of flavour innovation," she adds.

In meat snacking consumers are responding to combinations that balance sweetness with heat, smoke or rich savoury notes, says Link Snacks' Harriman. "Peperami's collaboration with Doritos also reflects the growing appetite for bold, recognisable flavours with Sweet Tangy BBQ that cross category boundaries," he says. "Partnerships of this kind can bring excitement to the fixture while making new flavours feel accessible through brands shoppers already know."

At Candy Kittens, Sweet-Williams says shoppers embrace both new flavours and styles as well as playing safe with more traditional snacks. "And the sweet spot is where they meet: adventurous flavours in familiar, trusted formats," he says. "Shoppers will absolutely experiment, but from a base of confidence. A nut is a format everyone understands; what you season it with is where you can be brave. Our Teriyaki Veg Crunch is a perfect example, bringing a world flavour to shoppers looking to explore."

In the meantime, he agrees that swicy is real, with gochujang, chamoy and harissa mainstreaming fast. "We're backing it with NPD: our Chorizo & Honey Nut Crunch brings smoky heat and sweetness together on savoury, while our Cocoa & Salted Honey takes the sweet-heat-salt contrast into the sweeter side of the range. But the same time we see a resurgence in deep, umami-rich savoury. There's huge appetite for punchy, deeply familiar flavours done properly on 'better for you' formats."

Sweet and spicy combinations offer consumers something distinctive while remaining accessible, and hot honey in particular continues to grow in popularity, says Rollover's Owen. "Globally inspired flavours, bolder spice cues and sauce-led combinations are also expected to play a growing role in delivering more layered flavour profiles. Dips also present an opportunity within savoury snacking, with their popularity signalling further potential for the format."

However, flavour is only one part of the equation, he says, as texture, quality and format all play a part in making food more enjoyable and exciting. "For us the opportunity is about bringing these elements together to create snacks that feel genuinely different, rather than simply following the latest flavour trends."

On the sweeter side of the market, honey is a trending flavour and another example of taste tourism, says Calbee UK's Hooper. "Calbee Honey Butter Potato Chips launched in Tesco earlier this summer and are now making their way into wholesale and convenience, demonstrating how flavours established and popular in other markets can translate into mainstream UK retail."

Malt, maple and butterscotch are three flavours offering a sense of familiarity and comfort and playing into consumer interest in richer, more indulgent and nostalgic flavours, says Forest Feast's McCaugherty. "At the same time, flavours such as pistachio and matcha continue to bring a more contemporary, globally inspired feel," she says. "Looking ahead, the opportunity is as much about texture and how flavours are combined as it is about individual trends. Consumers are looking for more interesting sensory experiences, with multi-textural products and unexpected combinations creating opportunities for discovery."

From social media to shop floor

With social media so influential on consumer choice, particularly with the younger generation, how do suppliers think it can best be translated by retailers into their in-store offer? And what improvements would they like to see retailers make to snacking aisles?

Cultural currency on social directly converts into sales for food, says Calbee UK's Hooper. "Research tells us that 56% of Brits and 55% of Gen Z[46] admit to purchasing food that had gone viral on social media. This reinforces why these channels are recognised as a route to discovery," she observes. "Understanding this and recognising that social media actively leads to purchase should influence the types of products that are being prioritised in-store."

Analysis

"Social media is accelerating food trends and introducing consumers to new formats and bold flavour combinations faster than ever," says Rollover's Owen. "Retailers can make the most of this by translating that sense of discovery into the store environment, combining recognisable favourites with products that give shoppers something new to talk about and try. However, simply stocking an exciting product isn't enough. Retailers need to make it visible. If we could recommend one change, it would be to create a clearly defined and highly visible hot snacking and food-to-go destination in-store. Bringing these products together in a dedicated, well-signposted and high-footfall store area makes the category easier to shop and gives retailers a focal point for showcasing both trusted favourites and trend-led NPD."

"Social sets the agenda on flavour and format faster than any category review cycle, so the retailers winning are the ones who can get a trending flavour or a talked-about collab onto shelf while the conversation is still live," says Candy Kittens' Sweet-Williams. Meanwhile, "on the fixture itself, space needs to catch up with the shopper. Healthy snacking is growing well ahead of the total category, yet in many stores it's still squeezed into a fraction of the space. Get the right brands in the right amount of space and the whole fixture works harder. 'Better for you' options drive genuine incremental spend."

"Social media is making food trends move faster so retailers need to embrace flexibility to be able to respond quickly," says DS Smith's McNey. "Packaging and POS play a key role in turning that online excitement into physical stand-out and impulse purchase in a crowded store – retailers should be prioritising packaging that captures consumer attention. Something that could further enhance



the experience is the use of secondary locations and dedicated displays for trending and limited-edition snacks. An impressive 53% of impulse snacks are picked up in secondary locations[47], showing just how important these features are."

While TikTok and Instagram have become powerful discovery platforms for trends and product innovation, creating a clear discovery-to-shelf opportunity for retailers, the excitement of new trends needs to sit alongside familiar favourites that shoppers know and love, believes Fairfields Farm's Jones. "It's about finding the right balance between the new and known.

"If we could make a single change to improve the snack shopping experience, it would be to introduce a dedicated 'Trending Now' section in-store, separate from the core range. This could bring together new products, emerging flavours and social media-led trends in one clearly signposted area, making it easier for shoppers to discover something they might not otherwise pick up. It would bring some of the excitement and discovery of social media into the physical store, while keeping the core range easy to navigate for those shopping for their usual favourites."

"Retailers should combine familiar favourites with a clear space for discovery and new trends," agrees Nissin's Büttner. "Our single biggest recommendation would be to create dedicated discovery areas for new and trending flavours, making it easier for shoppers to find something exciting rather than relying on the traditional category structure."

One of the biggest opportunities for retailers is simply making the fixture easier to navigate, says Hero UK&I's Pattison. "Parents are already making a lot of decisions, and shopping for children's snacks can become particularly complicated as families move beyond the baby and toddler aisle. Clearer signposting, strong brand blocking and merchandising around real-life occasions such as lunchboxes, after-school snacking and on-the-go can help parents identify suitable choices more quickly. Secondary sitings can also play an important role in putting healthier options where those decisions are actually being made."

Look again at the space and visibility given to best-selling lines, advises PepsiCo's Cankiri. "Shoppers need to be able to find the brands and flavours they came in for quickly," he says. "Giving best-sellers enough space can make the fixture easier to navigate and help shoppers make their choice. Once those favourites are easy to find, new products and relevant activations can give shoppers another reason to stop, browse and try something different."

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Winning with the taste tourists

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Calbee Shrimp Chips
Calbee Potato Chips
Calbee Asian Chips
Calbee Takoyaki Balls

The popularity of Japanese and other East Asian cultures and cuisines shows no sign of abating in the UK, influencing everything from travel, music and TV to restaurants, home cooking and snacks... and fuelled by taste tourism. Taking British taste buds to the streets of Tokyo and beyond, is Calbee, the UK's No.1 East Asian Salty Snack brand[1] and part of Calbee Inc, Japan's No.1 snack maker[2].

Doubling its sales in the last 12 months[3], Calbee's success is driven by its authenticity and authority on trending savoury snacks across East Asia. Claire Hooper, group marketing director at Calbee UK, says: "Our distinctive range and authentic flavours mirror some of the most popular products sold in Japan and Korea."

In the UK, 43% of households claim to have bought East Asian snacks in the last six months[4], shaping what UK shoppers want to see on shelves. This summer saw Calbee UK secure seven products in Tesco's Japanese and Korean snacking bay. Four products have also launched into wholesale, including potato chips in popular Japanese flavours – Seaweed & Salt and Honey Butter; and Asian Style Chips in Korean-style Spicy BBQ. Also, inspired by the popular Tokyo street food, is Takoyaki Balls – maize puffs in a Japanese style BBQ sauce flavour.



> **"Our range and flavours mirror some of the most popular products in East Asia"**

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*INTAGE Inc. SRI+ based on cumulative sales for all retail formats nationwide in Japan.
Visit: www.calbee.co.jp/en/ir/ataglance for claim basis and timeframe.
**Source: Kantar 52 w/e 09 Aug 26

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Sharing bags of Northern soul

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Seabrook Crinkle Cut Crisps
Seabrook Waves
Seabrook Waffle Bites

This year Seabrook, the UK's No.1 crinkle cut crisp brand[1], embarked on a mission to inspire the nation to take life less seriously through new brand creative. By drawing upon its Yorkshire heritage, bringing to life a distinctive Northern attitude that feels universally appealing and with the help of a potato character, who turns everyday crises of confidence into a celebration of self-belief, Seabrook is delivering bags of heart and 'Bags of Northern Soul', says Emma Boyle, senior brand manager at Calbee UK, owner of Seabrook.

Marking a significant new creative direction for the brand, which moves beyond product-led advertising, 'Bags of Northern Soul' has accelerated its nationwide growth, both within and beyond its Northern heartland and has firmly cemented Seabrook's status in challenger brand territory, she says.

Recent data positions Seabrook as the No.2 multipack crisp brand, with one in four UK households now buying into the brand[2]. Bags of Northern Soul will remain at the heart of Seabrook's marketing throughout 2026, with further amplification planned for 2027. Supporting that distinctive brand platform is a growing portfolio designed to take Seabrook into more snacking occasions.

Sharing just got tastier

Meet Seabrook thick cut, crinkle-cut crisps in Sea Salt & Vinegar, Cheese & Onion and Beefy. Available in 130g bags, this new trio brings Seabrook's top-selling flavours to the big night in and other popular sharing occasions.

Boyle comments: "Seabrook is not new to sharing. Our exciting range of crisps and snacks already deliver for this popular occasion with products including Seabrook Waves and Waffle Bites supporting growth. But, as the leading crinkle-cut crisps brand, we wanted consumers to be able to stock up on their favourite Seabrook flavours for even more snacking occasions."

Seabrook's, new thick cut range, capitalises upon the popularity of sharing, which is driving category volume growth and accounts for over 53% of the sales[3].



"'Bags of Northern Soul' is warm, witty and unmistakably Seabrook"



Seabrook is also extending its appeal to new audiences having teamed up with Disney and Pixar on a new range of co-branded, licensed snacks developed to appeal to a family audience. So far this year, this collaboration has celebrated the iconic film Disney and Pixar Toy Story and Disney Winnie the Pooh, with more excitement to come.

Pushing beyond core boundaries

Seabrook's willingness to push beyond traditional category boundaries is also taking the brand outside the crisps and snacks aisle. This summer saw Seabrook unveil a range of flavoured seasonings and sauces, all inspired by popular crisp flavours. Proving hugely successful are Salt & Vinegar, Prawn Cocktail, Beefy and Cheese & Onion seasonings, alongside Salt & Vinegar, Prawn Cocktail, Beefy BBQ and Cheese & Onion Mayo. Together, these bring tasty condiments that deliver extra flavour to mealtimes. Boyle adds: "We're all about bringing excitement and fun to supermarkets; as a brand we are demonstrating our ability and flexibility to deliver this inside and outside the crisps and snacks aisle."

Source
[1-2] Kantar, 52 w/e 09.08.26
[3] Kantar, 52 w/e 19.04.26

BRILLIANT BY Seabrook SINCE 1945 THE BAGFUL

THE UK'S NO.1* CRINKLE CUT CRISPS



BAGS OF NORTHERN SOUL

*Source: Kantar 52 w/e 09 Aug 26

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Delivering value and impact

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Paper Products

DFS Smith Treat Tubs
DS Smith Safe Tray
Shelf Ready Packaging
POS Displays

Customer Success:
From plastic replacement to lightweight design and enhanced protection, discover how we've helped some of the biggest names in snacking improve their packaging

Competition for consumer attention has never been greater. Whether in-store or online, shoppers are faced with thousands of products and brand messages, often making purchasing decisions in seconds.

Packaging has evolved beyond its traditional functional role to become a strategic brand asset. From SRP to POS, it can help brands capture attention, drive engagement and convert shoppers at the point of purchase.

Making an impact with print

High-quality print can transform how a product is perceived. From high-impact graphics and premium finishes to strong colour reproduction, the right print solution helps to create shelf standout and reinforce brand identity.

"At a time when brands are competing harder than ever for attention, packaging is one of the most powerful ways to communicate with shoppers at the point of purchase. The opportunity is to combine great design and print with packaging that also performs operationally and delivers the right value," says Nicola McNey, head of sales, marketing & innovation – retail cluster at DS Smith. "Our print capability enables brands to achieve greater shelf impact while maintaining the protection and performance needed throughout the supply chain."

DS Smith Treat Tubs combine premium presentation with recyclable fibre-based packaging, helping confectionery and snacking brands increase shelf appeal, replace plastic and deliver a memorable unboxing experience, she notes.

Getting the best value

Effective packaging is about balancing visual impact with performance, combining material selection, print quality and structural design to deliver both standout and efficiency, says McNey. "By taking a holistic approach, brands can optimise investment while unlocking improved product protection, faster replenishment and logistics efficiency, reduced waste and lower total supply chain costs.

"We help customers achieve their brand and sustainability ambitions while managing cost," she adds. "That means understanding where packaging can work harder in terms of materials, efficiency or visual impact. Using a modular design, we create POS displays that reduce part complexity and improve efficiencies across production, storage, transport and assembly."







"At a time when brands are competing harder than ever for attention, packaging is one of the most powerful ways to communicate with shoppers at the point of purchase"
– Nicola McNey

Packaging that works harder

As competition for attention continues to grow, packaging has become a key differentiator. In particular, the role of SRP is evolving to create both operational value as well as commercial shelf performance. "We work with leading snack manufacturers and retailers to bring sustainable innovation to market that delivers on every dimension simultaneously," says McNey. "Whether you're packaging confectionery, savoury snacks, popcorn, or fruit bars, our innovative solutions help protect your products, enhance shelf appeal, and support your sustainability goals, creating packaging that's ready for every moment."



Cut the real cost of packaging

The real cost of packaging goes far beyond its price.

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Ensuring quality from field to pack

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– Cajun Barbecue
– Honey Roasted Chestnut & Sage
– Lightly Sea Salted*

**Fairfields Farm partnered with Air Ambulances UK on these special-edition packs, supporting air ambulance charities. It set out to raise £10,000 and exceeded that target, raising £12,667.20 within a year – "a fantastic result reflecting the support of our customers and trade partners".*

Consumer-led innovation has shaped 2026 at Fairfields Farm, with NPD based on what shoppers genuinely want, while staying rooted in the company's farm-to-bag story, reveals commercial director Tash Jones. "This summer saw the launch of our first-ever ridge-cut crisp, with limited-edition Cajun Barbecue bringing bold, globally inspired flavour and a new texture to the range," she says. "Our Secret Crisp Committee – a group of crisp-loving consumers helping on our NPD – selected Cajun Barbecue as this year's summer flavour. Meanwhile, by popular demand, the Honey Roasted Chestnut & Sage flavour returns as our festive limited edition for a second year.

Four generations of family farming and a field-to-pack approach sets Fairfields apart, notes Jones. "We grow our own potatoes before handcooking and packing our crisps on the farm, giving greater control over quality, traceability, consistency and supply.



"This year we launched our first-ever ridge-cut crisp with limited-edition Cajun Barbecue"

Sustainability is central to our farm. As a carbon neutral brand, we use regenerative farming practices, responsible water management, with a commitment to reach net zero by 2033.

"With our 40g and 150g formats and a full range that is vegan and gluten-free, we'll continue to support our trade partners through 2027 with activations and campaigns to drive visibility, trial and sales."

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A minimum of £10,000 from the sale of associated products will be donated annually to Association of Air Ambulances (Charity) Ltd (Reg. Company Number 9391251 and Reg. Charity Nos. 1161153 in England & Wales and SC051021 in Scotland).

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Children's snacks: bridging the gap

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Organix
Goodies
Deliciously Ella's

One of the biggest opportunities in children's snacking is what happens when families move beyond the baby and toddler years, says Georgina Pattison, general manager at Hero UK&I. "While nutritional needs evolve, parents are still looking for snacks they can trust, while children seek the flavours, fun and independence associated with grown-up snacking. That's why we launched Goodies in 2025, our preschool brand designed specifically for children aged 3+."

Goodies helps bridge the gap between products designed for much younger children and conventional adult snacks, giving families a better-for-you alternative that still delivers on taste and fun. "Our latest launches, Peanut Butter Puffs and Choco Hazelnut Pillows, bring familiar flavours into fun, age-appropriate formats. "At £1.50 RRP, both products offer a convenient two-portion format."





"Giving families a better-for-you alternative that still delivers on taste and fun"

Better-for-you choices shouldn't come at the expense of enjoyment. Both products are non-HFSS and contain no artificial colours or flavours, while Choco Hazelnut Pillows are also a source of fibre. "Parents want products they can feel good about buying, while children want snacks they're excited to eat and delivering both is key to shaping the future of the category."



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Exciting texture-led snacking

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Forest Feast

Innovation continues to be a key driver for Forest Feast, as the company looks for new ways to give consumers reasons to explore the snacking category, says Leona McCaugherty, head of marketing. "Our latest launch is a new range of freeze-dried, chocolate-dipped fruit, tapping into growing demand for more exciting, texture-led snacking experiences," she reveals. "The launch feels particularly special as it lands in the same month that Forest Feast celebrates its 30th anniversary – marking three decades of curiosity, discovery and making snacking more exciting."

The range combines whole, crisp freeze-dried fruit with layers of Belgian chocolate, creating a distinctive contrast between crunch and creaminess. Double Chocolate Crispy Raspberries pair whole freeze-dried raspberries with Belgian white and dark chocolate, while Double Chocolate Crispy Strawberries combine whole freeze-dried strawberries with Belgian white and milk chocolate. "By combining high-quality fruit with indulgent chocolate and an unexpected texture, the range is designed to offer consumers something genuinely different from more traditional snacking formats," notes McCaugherty.

"The launch reflects what Forest Feast has always stood for: curiosity, discovery and a commitment to making snacking more exciting," she adds. "We seek out exceptional, responsibly sourced ingredients from around the world and transform them through creative flavour combinations and expert craftsmanship to create products that feel genuinely special. For us, innovation is not simply about launching new products; it is about finding new ways to surprise consumers and give them a reason to discover something they have not experienced before."



"For us, innovation is not simply about launching new products; it is about finding new ways to surprise consumers and give them a reason to discover something they have not experienced before"



As consumers look beyond flavour alone, they are increasingly seeking more dynamic, sensorial experiences from their snacks, says McCaugherty. "Our freeze-dried range has been developed with this in mind, combining crisp fruit with indulgent chocolate to create a distinctive contrast in every bite," she says. "With 71% of consumers citing texture as a key driver of snack enjoyment[1], we see significant opportunity to continue innovating around texture and creating new occasions within the category."

Quality ingredients

"Responsible sourcing remains integral to our brand," she adds. "We work with trusted growers and suppliers around the world and are committed to building more sustainable supply chains. Alongside sourcing high-quality fruit, this includes our use of Cacao-Trace certified cocoa and continued investment in renewable electricity across our manufacturing site.

"We're backing the launch with significant investment throughout the year, including a heavyweight media and out-of-home (OOH) campaign, in-store media, consumer PR, sampling and influencer activity. This sits within our broader always-on approach to media and brand-building, with a further significant Christmas campaign spanning social, PR, OOH and sampling."

Source
[1] Puratos Taste Tomorrow via IN Food 2026

NEW

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THE WONDERFUL WORLD OF FOREST FEAST

Grenade

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Driving protein forwards

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KEY BRANDS

Grenade

The protein bar segment continues to outperform, now worth £188m and growing +7.3% year on year[1], while protein shakes accelerate monthly, now at 58.1% growth over the last 52 weeks, taking the total market to £155m[2]. As this illustrates, protein has firmly moved beyond sports nutrition, increasingly competing with traditional confectionery, crisps and milkshakes as permissible indulgence. Shoppers are no longer willing to compromise on taste; protein snacks must deliver on flavour, satisfaction and convenience.

To continue recruiting shoppers and win repeat purchase, visibility, education and innovation remain essential to the protein category. Grenade, the UK's No.1 protein bar brand[3] holding eight of the top 10 SKUs, works with retailers to support on each of these pillars of growth and drive the category forward. Its best-selling bars include Oreo, Chocolate Chip Salted Caramel and Cookie Dough, demonstrating the importance of recognisable, indulgent flavour profiles.

Innovation: Soft Core

After the break-out success of its limited-edition Creme Egg protein bar, Grenade returns with a new three-flavour range of Soft Core Protein Bars. These combine a light, fluffy dough soft core with an oozing centre and a thick chocolate outer later, delivering all the indulgence of a treat while packing over 15g of protein and less than 2g of sugar per bar. As shoppers continue to look for convenient protein options that do not compromise on taste or texture, Grenade Soft Core Protein Bars are designed to help retailers tap into the growing demand for 10-19g protein snacks[4].



> **"Visibility, education and innovation remain essential to the protein category. Grenade works with retailers to support each of these pillars of growth"**



Shaking it up

Health and wellness trends continue to support protein growth, with protein now appearing across categories such as yoghurts and cereals. However, protein bars & shakes remain the primary entry point for shoppers.

Grenade's protein shakes – including its Chocolate Fudge Brownie, Chocolate Salted Caramel and Cookies & Cream options – offer UK consumers the very best in high-protein liquid that delivers functionality. Each 330ml bottle has over 25g of protein, is low in fat and sugar and is made from natural flavours and colours. The non-HFSS range is also suitable for vegetarians.

Disruptive marketing

Grenade's marketing focuses on disruption, visibility and cultural relevance, including sponsorship of Baller League to engage Gen Z consumers. With one in five shoppers unable to find protein bars in-store[5], improving visibility remains a major opportunity, particularly given protein bars' high rate of sale.

Source

[1-2] NielsenIQ Retail Measurement, GB – Sports Protein Bars, Total Coverage, Sales Value L52 w/e 13.06.26* & Flavoured Milk + Protein Drinks,Protein Shakes segment, Total Coverage, Sales Value L52 w/e 13/06/26* (**10.7% of value total accounts for un-measured Nielsen market*)
[3] NIQ data ending 52 w/e P5, 16.05.264
[4] Market Measure UK 2025, Protein bar category
[5] Market Measures, Consumer Researcher, 2024

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RANGE OF FLAVOURS AVAILABLE

Link Snacks



Protein snacks to entice shoppers

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KEY BRANDS

Jack Link's
– Beef Jerky Original, Sweet & Hot and Teriyaki
– Biltong Original
– Original Protein Bar
– 100g Clipstrips, Beef Jerky Original & Teriyaki

Peperami
– 5-pack & singles: Original, Hot, Firestick, Chorizo & Doritos
– BIG 10 PACKs Original & Mixed
– Lunchbox Minis Original, Doritos BBQ &Snack Boxes (Salami & Cheese)

Protein has moved firmly into mainstream snacking, creating a significant opportunity for retailers to grow the meat-snacks category by attracting new shoppers and extending consumption into more occasions.

Jack Link's is helping lead that growth through its partnership with MrBeast, the world's largest digital creator. Launched in February 2026, the co-branded Beef Jerky range is available in Original, Teriyaki and Sweet & Hot flavours across 25g and 60g packs. David Harriman, UKI country director at Link Snacks, says: "The partnership represents a step-change for Jack Link's and the wider meat-snacks category. It combines our real-meat protein credentials with MrBeast's extraordinary cultural reach, providing retailers with a powerful way to engage younger shoppers and introduce them to the category."

The range delivers high protein in a portable, ambient format, with bold packaging for strong standout on-shelf and online. The choice of flavours and pack sizes also allows retailers to address different missions, from on-the-go snacking and meal deals to at-home and sharing occasions. Jack Link's is running a major omnichannel campaign to support the partnership, with ATL ads, social media, shopper marketing and in-store activation.

Harriman adds: "Our focus is on making protein snacking more visible, accessible and relevant to more people and on more occasions."

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MR BEAST HIGH PROTEIN SNACKS
JACK LINK'S
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linksnacks.com
*Nielsen MAT Aug 2026

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Making 'better for you' snacks

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Commercial Director

KEY BRANDS

Nairn's
– Oatcakes
– Biscuits
– Gluten Free Range

"We believe passionately in the goodness of oats and making snacks that are better for you," says Kevin Butterworth, marketing director at Nairn's Oatcakes."Celebrating our 130th anniversary in 2026, we are proud to have been baking products that people love for generations. As consumers continue to look for snacks that taste great but are also good for them, we are well placed to meet this growing demand," he explains.

"We have an award-winning range of savoury and sweet biscuits for multiple occasions along with a significant gluten-free offer. Our Oatcakes are great for snacking whether on-the-go or at home. Naturally high in fibre and a range of flavours, they are quickly becoming a must-have better for you snack.

"The fibre trend continues to gather pace in the UK, with increasing consumer awareness of the benefits of fibre and the fact that they aren't consuming enough. All of our Oatcakes are naturally high in fibre, which has proven to be motivating for consumers, and we will look to communicate this message over the next few months. In addition to our oatcake range our Oat Biscuit has up to 40% less sugar than other biscuits while still delivering a really tasty eat.



> **"The fibre trend continues to gather pace in the UK, with increasing consumer awareness of the benefits"**

"Looking forward, we have a strong pipeline of exciting innovation, with a focus on snacking to continue to meet evolving consumer needs."



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Insightful innovation

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KEY BRANDS

SMUG Cheese & Crunch
Strings & Things
Attack a Snak
Dairygold
Charleville
Golden Cow
Coleraine

At Kinisla, keeping pace with ever-changing consumer tastes lies at the heart of the company's NPD, reveals Sarah Davies, head of core brands & business. "That means continuing to innovate around different ages, lifestyles and snacking occasions, while staying rooted in the taste, convenience and natural nutrition that real dairy can offer," she says.

In September 2025, the company launched Munch Mix, based on insight around 'lunchbox fatigue', as parents look for more variety and children are drawn to different textures and more interactive snacks. "That work has translated into strong results," she says. "Munch Mix became the best-performing kids' cheese snacking NPD of 2025 and has generated £5.3m in retail sales value since launch[1]

"We also launched Smug Dairy Cheese & Crunch last year, as we look to broaden cheese snacking into new occasions. It's a portion-controlled, high-protein snack at only 150 calories, catering to consumers looking for smaller, smarter, high-impact snacks to enjoy throughout the day."

Consumers want snacks that are nutritious, exciting and fit seamlessly into their busy lives, she notes. "The ambition with our Strings & Things brand is to create products that bring fun, flavour and variety – alongside the goodness of dairy – into every snacking moment. "Central to that is combining the trust and familiarity of real dairy with formats that feel relevant and exciting for consumers.

"Strings & Things' Cheestrings has put its nutritional credentials front and centre with a refreshed design that calls out its 'real cheese' credentials on-pack, making it easier for shoppers to identify the dairy benefits, including calcium for healthy bones, vitamins to support immune function and a natural source of protein."



"Consumers want snacks that are nutritious, exciting and fit seamlessly into their busy lives"





Kinisla's portfolio also meets a growing range of needs and occasions, adds Davies. "Strings & Things is responding with Cheestrings multipacks for family lunchboxes, Munch Mix for added variety, Cheestrings Twin Pack for food-to-go, and Smug Cheese & Crunch for adults. The Twin Pack has delivered strong results since launching in October 2023, selling 6.9 million units and generating £6.9m in retail sales value[2].

"That combination of trusted brands, real dairy credentials and consumer-led innovation is translating into strong performance. Strings & Things is up +26.4% in value and +30.1% in units versus total cheese snacking growth of +11.2% and +12.4% respectively[3]."

Kinisla is also continuing to back its established brands. Its back-to-school 'Fun-Om-Nom-Nom' campaign is currently live, supported by a seven-figure ATL investment, and will remain on air until 27 September. Davies concludes: "As we move through 2026 and into 2027, our aim is to bring together strong brand investment with the right range, formats and visibility across different occasions."

Source

[1] Circana, 52 w/e 08.08.26
[2] Circana All Outlets, 156 w/e 08.08.26
[3] Circana, 52 w/e 08.08.26

Strings &Things®



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Snacking Made Right

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Green & Black's
Trebor
Maynards Bassetts
Halls
belVita
Cadbury Biscuits
Mikado
Toblerone
OREO
Ritz
Barny
Sour Patch Kids

The UK is a nation of snackers, with 72% of snack eaters snacking at least once a day and 40% at least twice daily[1]. As the No. 1 confectionery supplier[2], Mondelez International, offers a range of sweet and savoury snacking solutions to meet the needs of today's shoppers.

Snacking on-the-go

"More than half (53%) of shoppers are looking for on-the-go snacking solutions[3]," shares Susan Nash, Mondelez International trade communications manager.

Cadbury, the UK's No. 1 chocolate brand[4], launched a Grab & Go 56g format for Cadbury Dairy Milk, Cadbury Dairy Milk Marvellous Creations and Cadbury Dairy Milk Chopped Fruit & Nut. Featuring two portions in resealable packaging, the bars offer shoppers flexibility to enjoy immediately or save some for later.

Dairylea, the UK's No. 1 snacking kit brand[5], expanded its popular Snackers range with Dairylea Snackers with Strawberry Fruit Bites, its first non-HFSS Snackers. "Taste remains the biggest purchase driver for families," notes Nash. "Introducing fruit bites to the range offers great-tasting snacks with a variety of ingredients."

BelVita Honey and Chocolate Chip Minis is another new non-HFSS snacking innovation, featuring the brand's signature blend of five wholegrains. As a source of high fibre, iron and calcium, the bite-sized format is great for lunchboxes or snacking throughout the day, says Nash.

Making nights in sweeter

Oreo, the world's No. 1 cookie[6], has expanded its range with new additions including a limited-edition Oreo & BTS Cookie, an Oreo Double Creme Cookie Dough, Oreo Mini Snack Bags, and a resealable sharing tray with 36 Oreos—perfect for at-home sharing occasions.



"More than half of shoppers (53%) are looking for on-the-go snacking solutions[3]. Mondelēz International is ideally placed to help meet evolving consumer needs across convenience, indulgence and more mindful occasions"

46% of UK chocolate consumers say socialising prompts them to eat chocolate[7]. Cadbury's innovation taps into this demand, with the latest addition to Cadbury's indulgent &More range, Cadbury &More Biscoff, features an indulgent Biscoff spread centre topped with crunchy Biscoff biscuit chunks, encased in Cadbury chocolate. The new addition is set to drive further excitement in the category, especially amongst younger adult consumers who are driving demand for indulgent flavours such as Biscoff, says Nash.

Another new launch is the limited-edition Twirl Golden Dipped, which pairs Twirl's iconic curls and swirls with caramelised white chocolate.

Delightful portions

Cadbury Delights Oreo offers a great option for permissible snacking. The bar combines two iconic brands in a great tasting bar that has less than 100 calories.

Nash concludes: "Mondelez International is ideally placed to help meet evolving consumer needs across convenience, indulgence and more mindful snacking occasions."







Source

1. Mintel Reports UK, Consumer Snacking, 2025
2. Nielsen IQ, Total Confectionery, Value Sales, 52 w/e 19.07.25
3. State of Snacking 2024 Global Consumer Trends Study by Mondelēz & The Harris Poll (24 Mar, 11 Oct-10 Nov 2023)
4. Nielsen IQ, Total Confectionery, Value Sales, FY 2025
5. Nielsen, Total Coverage, Value Sales L12 w/e 27.12.25
6. Euromonitor Int. Ltd/Snacks 2026 ed – Sweet Biscuits Category definition, brand share 2025, Retail value sales
7. Mintel, April 2025,July 2025: n=1,669 internet users aged 16+ who have eaten and bought chocolate in the three months to July 2025

Cadbury

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KEY BRANDS

TREK
nākd.

"People want more from the snacks they eat. Taste and convenience are key, but shoppers also want clear added benefits – such as protein and fibre – alongside simple, natural ingredients they can understand at a glance," says Luke Stowell, managing director at Natural Balance Foods.

"This gives our brands, Trek and nakd., a clear place in the market. Together, they've built a strong presence in healthier snacking, meeting different needs through a combined portfolio worth over £90m[1]. "And it's a sizeable market," he adds. "The UK cereal bar category is worth £674m, reaches almost two-thirds of households and generates more than 800 million consumption occasions each year[2]. The market grew +1.9% over the past year[3], while the latest four-week data points to particularly strong performance from 'better for you' bars, which are up +8.1%[4]. It shows that even as shoppers become more selective, they're still willing to spend on products that offer genuine value."

For Trek, that value is everyday protein, notes Stowell. "Protein has moved firmly beyond sports nutrition and into daily routines, helping people fuel everything from the morning commute to a busy afternoon," he says. "Trek makes it feel easy and accessible, through plant-based bars in familiar formats and flavours. Sales are up +16.4%[5], making Trek the UK's second-fastest-growing protein bar brand and the fourth biggest by value[6]. Launches such as Trek's Biscoff Protein Flapjack show the power of pairing a clear benefit with something people genuinely want to eat.

"nakd. answers a different need," he explains. "As shoppers pay closer attention to labels, its simplicity carries real weight. The bars are made with recognisable ingredients including fruit and nuts, and contain no added sugar or artificial ingredients. This straightforward approach has helped nakd. grow +10.6%[7] and become the UK's No.1 fruit and nut bar[8] – showing the value of transparency and simplicity, as shoppers pay closer attention to what's in their food."





> **"What connects both brands is a shared belief that healthier snacking shouldn't feel like hard work"**

A key driver behind nakd.'s success is its protein and fruit & fibre ranges. "Our Protein range is now worth £11.5m and growing +24.3% year on year[9]. Fibre is also gaining momentum, with growing awareness of gut health prompting more shoppers to look for easy ways to up their intake through everyday foods. nakd. Fruit & Fibre is meeting that demand, reaching £2.6m RSV and up +37.6%[10]. Together, this strong growth reflects a real appetite for benefit-led bars that offer more nutritionally.

"What connects both brands is a shared belief that healthier snacking shouldn't feel like hard work," sums up Stowell. "Each gives shoppers a clear reason to choose it – and a great taste that keeps them coming back. That's the real strength of Trek and nakd.: two distinctive brands, meeting different needs, but united by one clear promise – healthier snacking that never compromises on enjoyment."

Source

1 NIQ Scantrack Retail Data, to w/e 11.07.26
2 NIQ Scantrack Total Coverage Retail Data to 52 w/e 27.09.25, NIQ Homescan Total GB Panel Data to 52 w/e 06.09.25k, Kantar Usage Panel Data to 52 w/e 09.07.23
3 NIQ Scantrack Retail Data 52wk MAT to 08.08.26
4 NIQ Scantrack Retail Data to w/e 11.07.26 and NIQ Homescan Household Panel Data to w/e 13.06.26
5 NIQ Scantrack Retail Data 52wk MAT to 08.08.26
6 NIQ Scantrack Retail Data, 52 w/e 8 August 2026.
7-8 NIQ Scantrack Retail Data 52wk MAT to 08.08.26
9-10 NIQ Scantrack retail data to w/e 08.08.26

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*NIQ scantrack retail data 52wks MAT to 08.08.26



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NIQ SCANTRACK RETAIL DATA 52WKS MAT TO 08.08.26

Nissin Foods

w: nissin-foods.eu/uk

Asian-inspired expertise

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Nissin Cup Noodles
– Chicken Teriyaki
– Beef
– Spicy
– Katsu Curry
– Seafood

Nissin Ramen Premium
– Shoyu Yuzu
–Spicy Miso
–Tonkotsu

Nissin Soba Cup
– Sweet&Sour
– Pad Thai
– Yakitori
– Teriyaki
– Classic
– Chilli
– Sukiyaki Beef
– Peking Duck
– Japanese Curry

Nissin Soba Cup Protein
– Classic
– Chilli
– Yakitori

For today's consumers, snacking comes down to great taste, convenience, variety and trust, says Nissin CEO Olaf Büttner. "Nissin's biggest strength is its combination of Japanese heritage and continuous innovation," he explains. "We invented the world's first instant noodles – but we have never stopped evolving. We bring authentic Asian-inspired flavours into everyday life while constantly adapting to changing lifestyles and food trends. Innovation is at the heart of what we do, and we continue to respond to changing consumer tastes and expectations."

Keeping it original

Recent developments at Nissin include the Soba Protein Cup, which combines the convenience of the company's Soba range with 18g of protein. "We are also continuing to support our Kanzen Meal range, combining convenient preparation with a focus on being nutritionally complete," reveals Büttner.

"Another key innovation is Nissin Ramen Premium, bringing a restaurant-style experience to the home with air-dried noodles and a more elevated taste and texture," he adds. "This taps into an emerging consumer insight, particularly among Gen Z – namely, the desire to create their own authentic, restaurant-inspired meals at home, combining convenience with creativity and personalisation. Our aim is to make high-quality ramen accessible while giving consumers the freedom to add their own twist.

"Looking ahead, we will continue to explore bold international flavours, new formats and products that respond to growing demand for convenience without compromising on taste."







"Key innovations include the Soba Protein Cup with 18g of protein, as well as Nissin Ramen Premium, which brings a restaurant-style experience to the home and a more elevated taste and texture"

– Olaf Büttner, CEO, Nissin Foods Europe

Brand support

When it comes to supporting its brands, Nissin is taking a more integrated approach across the entire consumer journey, notes Büttner. "In retail, we will continue to strengthen visibility at the point of purchase through impactful merchandising, product displays, promotions and sampling, helping consumers discover both our established products and new launches.

"From a marketing perspective, we are significantly increasing our focus on digital, video-on-demand and social media, with content tailored to the individual platforms and audiences. Rather than simply communicating products, we want to create content that generates attention, inspires trial and demonstrates how Nissin fits into modern eating occasions."

Vision for the future

Looking ahead to 2027, Nissin will continue to build on this approach, combining strong brand visibility, product innovation and culturally relevant content.

Büttner concludes: "Our ambition is straightforward: to make Nissin increasingly relevant to today's consumers while continuing to build the category for the future."

NISSIN

NISSIN RAMEN PREMIUM

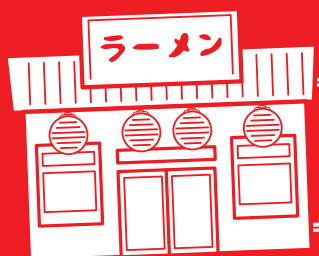


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Icons at the heart of snacking



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Quavers
Snack A Jacks
S.U.N
Squares
Walkers
Walkers MAX
Walkers Sensations
Walkers Baked
Wotsits
That's Nuts

PepsiCo has continued to invest in its biggest savoury snacking brands through major refreshes, partnerships and high-impact campaigns, alongside new flavours and formats that give shoppers more ways to enjoy established favourites.

At the heart of this approach is Walkers, which recently embraced the largest brand refresh in its nearly 80-year history. The introduction of a new identity across the core range – celebrating its farm-to-crisp story, real ingredients and 100% Great British potatoes – marked the start of a year of significant investment. One of the brand's biggest moments was the return of the iconic 'Do Us A Flavour' competition. Relaunched in January as a TikTok-first search for the brand's next big flavour, consumers were invited to submit their own ideas for the chance to win up to £500k. Six finalist flavours went head-to-head through the world's first crisp game show, generating more than 90m views. This September, that engagement will move from social feeds to shelves, as finalist flavours Salt & Pepper Chicken and Grilled Cheese & Chilli Jam launch nationwide. Every pack sold will count towards the result, with the winning flavour earning a permanent place in Walkers' portfolio.

Football has also been a major focus for Walkers. As an official sponsor of the FIFA World Cup 2026, Walkers brought back its 'No Walkers, No Game' platform to one of the year's biggest cultural moments, with football legends appearing across Walkers core packs, supported by an on-pack promotion spanning Walkers, Doritos and Wotsits. The campaign also introduced globally inspired limited-edition flavours, including Walkers English Bangers & Mash, Walkers Wavy Spanish Queso and Walkers Max Portuguese Chorizo & Onion, reflecting the tournament's international nature.

"Walkers recently embraced the largest refresh in the brand's nearly 80-year history, including the return of its 'Do Us A Flavour' competition. Meanwhile, Doritos put sport at the heart of its activity through its Formula 1 partnership"

Doritos races to win

Meanwhile, Doritos also put sport at the heart of its activity through its Formula 1 partnership. Its 'Race to Win' promotion brought race-inspired packaging across the full non-HFSS core range, supported by a 'Taste the Thrill' campaign. Golden Sriracha added something new to the campaign, generating £2.4m in retail sales, while helping the range stand out on-shelf.

At the British Grand Prix, Doritos delivered its biggest-ever activation with the 'Doritos Thrill Zone', featuring interactive experiences, prizes and F1 creators. Influencer content beyond the track helped generate 51.6m views.



Rob Pothier, marketing director at PepsiCo, says: "People have strong connections with our biggest brands, but that doesn't mean they stand still. We're always looking for new ways to keep them relevant, whether that's through cultural moments, experiences, or new flavours and formats that give shoppers something different to try."



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McVitie's Penguin Bites
McVitie's Digestives Jaffa Cakes Flavour
McVitie's Digestives Grab Packs
McVitie's Signature Chocolate Truffle Bar
– pairs smooth chocolate cream with a crunchy cocoa biscuit centre
McVitie's Signature Crispy Wafer Bar
– combines crisp wafer and creamy hazelnut enrobed in thick milk chocolate

Britain's best-loved snacking brands are breaking out of the biscuit tin. McVitie's Penguin has made its debut into savoury snacking; McVitie's Digestives are providing on-the-go solutions; and Signature, McVitie's most indulgent biscuit, has been reimagined in chocolate confectionery. This year, pladis is leveraging some of its biggest brands to unlock new snacking opportunities.

"Shoppers expect newness and excitement on-shelf, but that doesn't mean relegating familiar favourites," says Mete Buyurgan, MD UEA for pladis UK&I. "Some of the biggest opportunities come from taking brands people already know, love and trust and giving them an unexpected twist – be it a new flavour, format or category."

Penguin has gone crackers

For the first time, McVitie's has entered savoury snacking with McVitie's Penguin Bites – penguin-shaped baked sharing snacks available in Cheese, Salt & Vinegar and Lightly Salted flavours. "With 92% awareness[1] Penguin is a well-loved brand across generations," says Buyurgan. "Its distinctive personality is a natural springboard to explore opportunities beyond chocolate biscuit bars, while retaining the fun and enjoyment for which it is known and loved.

"With growing demand for more variety across family snacking, Penguin Bites isn't just about creating an HFSS choice for families, it's about delivering flavour, excitement and a genuine point of difference. We've been baking savoury snacks under our Jacob's master brand for over 170 years, which has set us up for success," he adds. "In testing, 80% of parents and children found the Penguin Bites concept appealing or very appealing, and 71% agreed it was a good fit with the brand[2]."





"Shoppers expect newness and excitement on-shelf but that doesn't mean relegating familiar favourites. Some major opportunities come from giving trusted brands an unexpected twist"

Digesting new occasions

Over in sweet biscuits, pladis has found two very different ways to make a household name work harder for retailers, with new innovative flavours and formats from McVitie's Digestives.

"McVitie's Digestives Jaffa Cakes brings together two of Britain's best-loved biscuit propositions – McVitie's Chocolate Digestives and McVitie's Jaffa Cakes – giving shoppers something unexpected that remains unmistakably McVitie's," he says. "Meanwhile, our new Digestives Grab Packs take the best-loved brand into impulse and on-the-go for the first time, with the six-biscuit packs in Original and Milk Chocolate, unlocking opportunities across more occasions, missions and shoppers."

A Signature move

The snacking giant has also taken its indulgent McVitie's Signature biscuits into new territory as it expands into chocolate confectionery and taps into growing demand for premium, single-serve treats. "Signature Chocolate Truffle Bar and Signature Crispy Wafer Bar (see side panel) bring luxury to everyday snacking, whether as a treat on-the-go or for indulgence at home," notes Buyurgan. "Familiarity and excitement don't have to compete. Starting with brands shoppers already trust, we can give consumers more ways to enjoy their favourites, while helping retailers keep snacking fixtures fresh."

Source
[1] Kantar Worldpanel, July 2025
[2] Toluna, January 2026

pladis

McVitie's

PENGUIN

has gone

CRACKERS

NEW!



Bring the power of Penguin to your savoury snacking fixture

Rollover

Shaping a new era of hot snacking with

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KEY PRODUCTS

Original Hotdog; Chilli Cheese Hotdog; Halal Hotdog; All Day Breakfast Sausage; Sausage & Bacon Baguette; Sausage & Cheese Muffin; Sausage, Egg & Cheese Muffin; Cheeseburger; Bacon Cheeseburger; Pizza Twists (Pepperoni and Margherita); Southern Fried Chicken Fillet Burger; Chicken Tender Baguette; Boneless Chicken Wings with Texas BBQ Dip; Chicken Tenders Snackbox with Hot Honey Dip; Jalapeño Cheese Poppers.

Snacking is changing, creating opportunities for retailers to look beyond conventional packaged formats and give shoppers greater choice. Famous for its iconic Hotdogs, Rollover is expanding its hot snacking offer with products designed to cater for evolving tastes and occasions, while bringing more variety and flavour to the category.

"Snacking habits are evolving and that presents a real opportunity for retailers to broaden their offer," says general manager Tony Owen. "Hot snacks can bring something different to the fixture, especially as they combine convenience with the flavours and formats consumers are seeking today."

Turning trends into tasty innovation

The latest addition to the range, the new Rollover Chicken Tenders Snackbox with Hot Honey Dip, brings together some of the latest category trends. Chicken is now the second most popular food-to-go option[1], while the



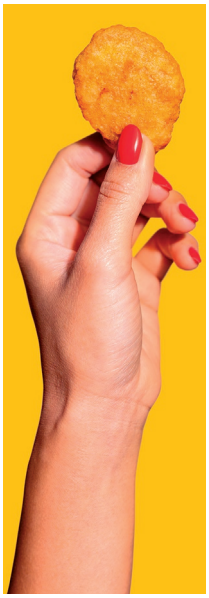


operational simplicity

meat snacking category is up 6.8% year on year[2]. Rollover's new Snackbox brings these trends together with crispy chicken breast tenders coated in seasoned breadcrumbs for a golden crunch. They are paired with a hot honey dip, combining sweetness with a kick of chilli, paprika and cayenne pepper that taps directly into demand for 'swicy' flavour combinations[3].

"Our approach to NPD starts with understanding what consumers want and translating it into products that work in a retail environment," says Owen. "The Chicken Tenders Snackbox with Hot Honey Dip combines the popularity of chicken, rising demand for protein-led snacks and the 'swicy' flavour trend in a convenient format that is easy to enjoy on-the-go."

The Snackbox joins Rollover's Boneless Chicken Wings, another versatile addition to its growing chicken offer. Crispy, breaded and served with a smoky Texas BBQ dip, the wings provide a satisfying hot snack that appeals across different occasions.



Source

[1] Lumina, FTG Food items, w/e 16/02/25
[2] MyWorldpanel data, 52 w/e 08.09.26
[3] Mintel, 2025 UK Menu Trends Report

Building visibility and driving trial

Developing the right products is only part of the equation. To make it as easy as possible for retailers to introduce, merchandise and sell them successfully, Rollover's products are designed with operational simplicity in mind. From ensuring its Hot Food-to-Go solution includes equipment to providing impactful POS, the aim is to build visibility and drive trial. For the new Chicken Tenders Snackbox, this includes posters, shelf barkers, bollard covers and more. Product promotion such as meal deals also communicate value and encourage purchase.

"Great NPD has to work for retailers as well as consumers," adds Owen. "Including hot snacks in meal deals can give shoppers a clear value option, while helping retailers drive trial and optimise hot snacking."



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Tayto gets Snacking Sorted

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Midland Snacks
Real Pork Co
Golden Wonder
Tayto
REAL Hand Cooked Crisps
Marmite Snacks

Tayto Group, the UK's largest family-owned snacks business, has 'Snacking Sorted' with its much-loved brands including Golden Wonder, REAL Hand Cooked crisps and Marmite, as well as being Britain's leading supplier of pork snacks[1]. This unique breadth of choice provides retailers with a snacking 'one-stop shop'.

Investing in pork

As the No.1 pork snacks manufacturer[2], with the two best-selling brands in Mr. Porky and Midland Snacks[3], Tayto's latest advertising campaign aims to drive further growth in pork snacks, which are outperforming savoury snacks (+14% vs +2%)[4]. Mr. Porky is back on TV with a £1m+ investment as the sponsor of ITV's coverage of the English Football League (EFL) and Carabao Cup throughout the 2026/27 season. The adverts will be seen over 385m times and reach over 21m consumers.

"Pork scratchings are a unique snack and, as market leader, we want to grow the category by reminding people that there really is no matching a scratching," says Tayto Group marketing director Matt Smith. "Being on TV every week until May, as supporters follow the twists and turns of the football season, is the perfect way to make pork scratchings part of the weekly basket."

Golden Wonder-ful

With more than 75 years of crisp-making heritage, Golden Wonder remains a British favourite and a £43m brand[5]. The 2025 crisps refresh, centred around its bold flavours and 'More Punch Per Crunch' promise, is delivering strong results with the brand up 6.4% vs flat crisps, down -4.3%[6]. Brand investment includes an ongoing radio campaign, the return of the World of Wonder experiential activity plus two new flavours: Southern Fried Chicken and Thai Sweet Chilli.



"From everyday value to the unique taste of pork scratchings, iconic brands to category-leading investment, Tayto Group is giving retailers everything they need to get snacking sorted"

Golden Wonder is also delivering for retailers where it matters most – in the tough convenience snacks market, where PMPs account for 83% of sales[7]. Smith explains: "Golden Wonder Sharing PMPs are outperforming the market, up +36.4% vs market growth of +3.7%[8].

"Value remains essential for many shoppers, so it's vital to offer great-tasting snacks at an accessible price," he adds. "We've maintained the all-important £1 price point, helping drive ROS while continuing to offer retailers strong margins. The result is more and more stores stocking our £1 range."

Marvellous Marmite

Tayto's partnership with the much-loved Marmite brand continues to deliver, with Marmite Snacks now worth £8.5m[9] and strong growth coming from Cheese and Marmite Puffs (+97% YoY)[10].

Smith explains: "The love we are getting for Marmite crisps and snacks has been fantastic. Its iconic flavour is part of British culture. Expanding the range with Cheese and Marmite Puffs has only increased the love! And there's more to come, with further NPD already in the pipeline for 2027."



Source

[1-3] Circana (UK), All Outlets, GB, Pork Snacks, Value Sales, 52 w/e 27.06.26
[4] Circana (UK), All Outlets, GB, Pork Snacks and Savoury Snacks, Value Sales % Change vs YA, 52 w/e 27.06.26
[5] Circana (UK), All Outlets, GB, Golden Wonder Crisps and Snacks, Value Sales, 52 w/e 15.08.26
[6] Circana (UK), All Outlets, GB, Flat Crisps, Value Sales % Change vs. YA, 52 w/e 15.08.26
[7] Circana (UK), Symbols & Independents, GB, PMP Snacks, Value Sales, 52 w/e 27.06.26
[8] Circana (UK), Symbols & Independents, GB, Sharing PMP Snacks 99p-£1.50, Unit Sales & Unit Sales % Change vs YA, 12 w/e 27.06.26
[9] Circana (UK), All Outlets, GB, Marmite Savoury Snacks, Value Sales, 52 w/e 15.08.26
[10] Circana (UK), All Outlets, GB, Marmite Snacks, Value Sales % Change vs. YA, 52 w/e 15.08.26

Proud sponsors of the EFL and Carabao Cup on ITV and STV

On TV until May 2027



No1 Brand[1]

Over **£1m** investment

Pork Snacks **+14%**[2]

Source: (1) Circana (UK) Ltd, All Outlets, GB, Pork Snacks, Value Sales, 52 WE 27 JUN 2026
(2) Circana (UK) Ltd, All Outlets, GB, Pork Snacks, Value Sales % Change vs YA, 52 WE 27 Jun 2026

Tayto GROUP LIMITED

THERE'S NO MATCHING A SCRATCHING

The Compleat Food Group

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Trusted category champions

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Wall's Pastry
Pork Farms*



** Pork Farms Mini Melton Mowbray Pork Pies recently secured Champion status in the Food To Go category at The Grocer New Product & Packaging Awards 2025, recognising the success of a format that combines the rich flavour and heritage of Melton Mowbray pork pies with the convenience consumers seek.*

"Trusted brands continue to play a vital role in snacking, giving shoppers confidence they're getting great taste, quality and value every time," says Jason Manley, brand director at The Compleat Food Group, home to Wall's Pastry and Pork Farms. "These two brands have earned that trust by consistently delivering the great taste shoppers expect, while continuing to invest in quality and innovation to ensure our products remain relevant for today's consumers."

Wall's remains the UK's No.1 sausage roll brand, delivering +2% value growth over the latest 52 weeks[1], while Pork Farms continues to lead as the UK's No.1 pork pie brand[2]. Together, they remain at the heart of the savoury snacking fixture, spanning meal deals, food-to-go and lunch occasions. "Maintaining trust means continually investing in quality and consistency," says Manley. "Consumers expect the products they know and love to deliver every time."

That commitment is reflected in ongoing recipe development and packaging upgrades across both brands. Following a category-wide review, Wall's Scotch Egg recipe has been upgraded this September with seasoned sausage meat, crunchy golden breadcrumbs and a perfectly boiled egg with a creamy yolk, further enhancing the flavour and eating experience while maintaining the high-quality ingredients and great taste the brand is renowned for.



"Maintaining trust means continually investing in quality and consistency. Consumers expect the products they know and love to deliver every time"

Wall's is also strengthening its presence in-fixture through a packaging redesign, featuring bolder branding, a product window and clearer communication of heating instructions, including in the air fryer. A refreshed Pork Farms redesign will follow in the coming months.

Tapping into high protein

Wall's is also tapping into changing shopper needs through its high-protein range. With 28% of consumers looking to increase their protein intake[3], the brand recently launched the UK's first High Protein Sausage Roll, delivering 16g of protein and just 303 calories, while retaining the great taste and signature pastry shoppers expect from Wall's. The launch is already attracting new shoppers into the category, with 32% of sales coming from consumers new to rolls[4]. The recently launched High Protein Scotch Egg further expands the range, giving shoppers more choice in trusted formats.

"Consumers continue to return to brands they know and trust," concludes Manley. "By delivering on taste, value and convenience, both Wall's and Pork Farms continue to earn their place in shoppers' baskets and help retailers drive growth across savoury snacking."



Source
[1-2] NIQ, 13.06.26
[3] IGD Shopper Vista
[4] NielsenIQ, 12 w/e 16.05.26

FRESH
NEW LOOK!

Wall's
Since 1786

BRITAIN'S FAVOURITE SAUSAGE ROLLS*



Perfect for Snacking and Sharing!

THE COMPLEAT FOOD GROUP

*NIQ RMS Sausage roll sales value & volume 52wks to 16.05.26

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