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The Grocer Guide to...

The
Grocer

Snacking



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Analysis



Visible difference

Social media is continuing to influence shoppers' purchase decisions on snacks and is presenting a challenge for retailers in-store to optimise selection and display

➡ The big picture of snacking in the UK in 2025, says Euromonitor, is a “clear divergence between value and volume performance”¹. While price inflation is the primary driver of an increase in value sales rather than a rise in consumer demand, retail volume sales are on the decline, largely due to the underperformance of the chocolate confectionery segment. And it’s a well-known fact that cocoa supply in the chocolate arena has been nothing short of challenging.

Yet while snacking occasions overall have declined², “dampened by the elevated cost of living”, notes Mintel, the focus has turned firmly towards healthier options, even to the extent of replacing some meals with snacks as appetites shrink in this new weight-loss drug era. Yet suppliers in the savoury

snacking arena are reporting relative buoyancy as the year progresses.

And the sheer size of market competition continues to give retailers the ongoing headache of how and where to display such a cacophony of choice.

The cost-of-living crisis is continuing to impact shopper behaviour, agrees Claire Hooper, group marketing director at Calbee UK, owner of the Seabrook Crisps brand. “People are increasingly price-conscious, spending less on non-essential items, leading brands and retailers to respond with more promotions and innovation to drive volume growth. This is intensifying competition in an already highly competitive category.”

That said, savoury snacks are seeing much better volume growth than UK

grocery, with reports sharing +1.3% in August compared to +0.8% in July³, she notes. “Also, the RSP is increasing at a slower rate than total grocery at 2.1% compared to 3.2%⁴, which positions products within the crisps, nuts and snacks category as more affordable.”

At PepsiCo, chief marketing officer Fernando Kahane agrees with the 1.3% rise⁵ for the savoury snacks market, citing “a combination of much-loved household favourites, cutting-edge innovations and better-for-you propositions at the forefront” of this growth. One real success story for the company has been Doritos, which Kahane says has gone from strength to strength since the it rolled out a new HFSS-compliant recipe with a bolder crunch – and the brand is now worth more than £250m⁶ in retail, he says.

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In savoury snacking, hand-cooked crisps are one of the fastest-growing parts of the category, despite holding a price premium over other sharing snacks, reckons Sas Horscroft, head of marketing & innovation at Burts Snacks. “More shoppers are buying into the sector – +3.1% increase in buyers year on year (YOY)⁷ – [and] they are also buying more, with packs per buyer up 3.3%⁸, showing that the demand for premium snacks remains high.”

Looking ahead to 2026 and beyond, she expects this trend to continue, with consumers balancing indulgence with more mindful snacking choices. “The introduction of HFSS restrictions across retail will further accelerate this shift, encouraging brands to innovate in healthier formats while retaining flavour and quality,” she says.

At Tayto Group, marketing director Matt Smith agrees that savoury snacks have struggled to drive volume growth, with any value increase being driven by inflation as consumers try to make ends meet. However, the unique taste and texture of pork scratchings means they have bucked the trend, he says, with pork snacks remaining “the fastest-growing segment in savoury snacks” – up 31% YOY⁹. The company has seen a “lot of love” for Marmite Snacks and has expanded the range to include Cheese & Marmite Puffs – NPD that Smith says is bringing new consumers into the brand, helping Marmite Crisps become “the third best-selling 6-pack in major multiples¹⁰”, he says.

Meanwhile, companies such as Manning Impex are seeing “great growth in Asian snacking over the last couple of years”, according to snacking category manager Clea Fletcher. “While it’s difficult to get solid data within this specific category at this stage... online discussions for Asian sweet and savoury snacks have increased 9% YOY, with their online share of the snacking discussion growing by 2.8%¹¹,” she says. “UK consumers are seeking authenticity within snacking, with Indonesian, Taiwanese, Thai and Malay gaining traction, while Japanese and Korean are more established.”

Speaking from the sweeter end of the spectrum, Mondelez International trade communications manager Susan Nash says: “We are a nation of snackers, with 88% of the UK snacking at least once daily¹². In fact, we identified that Gen Z and Millennials have 15%



more snacking occasions than older consumers¹³, so snacking in the UK is likely to continue to grow. And when UK consumers reach for a snack, 75% of them reach for their favourite brands¹⁴,” she notes.

For the healthy snack bar sector, the past year has been truly exciting, confirms Kind Snacks general manager Peter Morris. “The category has seen steady growth of 3%, with the protein and natural nutrition categories

leading the way at +10% and +14% respectively¹⁵, highlighting the growing trend of consumers looking for nutritionally dense snacking options,” he says. “From a Kind perspective, there has been impressive growth of +19.2%¹⁶, well ahead of the category.

“Looking ahead, the future for healthy snack bars is brighter than ever. We anticipate this category will continue to lead the way in the packaged snacking universe, driven by the popularity of fruit & nut bars and performance protein options. According to Euromonitor¹⁷ the healthy snack bar category is expected to achieve an average annual compound growth rate of 4.5% over the next four years.”

Protein snacks remain in high demand across the UK, with the protein bar category now worth £163.2m, up 6% vs the previous 52 weeks¹⁸, says

“Online discussions for Asian sweet and savoury snacks have increased by 9% year on year, with their online share of the snacking discussion up 2.8%¹¹”



+1.3%

**Volume growth in
savory snacks³**

Kantar

88%

**of UK consumers snack
at least once daily¹²**

Euromonitor

£328m

**Value of chilled meat
snacks in the UK²²**

Nielsen

+6%

**Increase in healthier
biscuit missions
on-the-go³²**

Kantar

Rachel Austerberry, UK retail sales director at Grenade. “With consumer interest in protein bars remaining positive, Grenade expects this growth to continue and forecasts that it will grow to compete with historically established snack categories such as confectionery in the future,” she says. “However, this can only be achieved by working with retailers to overcome consumer barriers into the category, such as visibility and understanding. With one in five consumers struggling to find protein bars when they shop¹⁹, Grenade is ready to support retailers with their protein range to help snackers find protein bars in-store.”

With protein snacking moving firmly from trend to mainstream, the chilled meat snacking category has doubled in value to £320m over the past five years²⁰, says David Harriman,

country director UK at LSI, owner of the Peperami brand. “This makes it one of the fastest-growing categories across the total store,” he says. “Peperami leads the market, up more than 80% to become a £140m brand²¹.”

In future, he expects the category to continue its rapid expansion “with the potential to double in size”. “Innovation and strong marketing support will be key to unlocking the growing demand for on-the-go and in-home as consumers seek tasty, ready-to-eat protein-packed snacks,” he says.

Also referencing the meat snacking category, The Mad Butcher managing director Newby Groves agrees that it is one of the fastest-growing segments within snacking, and currently worth £410m, with chilled meat snacks accounting for £328m of this total²². “Yet penetration of this part of the

market is only 36%, with ambient meat snacking penetration sitting at just 6%²³,” he says. “Given that we are a nation of snackers, this demonstrates just how much potential there is for growth in the meat snacking category, which is something retailers should capitalise on.”

He believes consumers are looking for more interesting, authentic gourmet meat snacks “which up until now, the market hasn’t provided for”, he says. “To help the category grow exponentially, it needs new, higher-quality and more innovative products that appeal to a wider range of customers than many existing meat snacks currently do.”

Golden Acre Foods, with its Hungry Boar brand, is a relative newcomer to the snacking market, having only launched into meat snacking in March this year, reveals brand director

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Rebecca Cutter, who believes the category is “ripe for disruption”. “We are entering a growing segment and one we feel still has untapped potential due to a lack of innovation, which is why we launched Hungry Boar Pork Sticklers,” she says. “The meat snacking category has seen renewed energy in the past 12 months, driven by consumer demand for high-protein, low-fuss options that fit into busy lifestyles. We’re forecasting continued growth into 2026, particularly among adult consumers seeking high-quality, high-protein, functional snacks with bold on-trend flavours.”

Meanwhile, when it comes to hot food-to-go snacking, there has been strong growth over the past year and it is forecast to reach £24bn by the end of 2025²⁴, driven by rising consumer demand for convenience, indulgence, and protein-rich options, says Tony Owen, general manager at Rollover. “Shoppers are increasingly seeking snacks that deliver on both flavour and functionality, especially in formats that suit busy, on-the-go lifestyles.”

Rollover has expanded its snacking range with the launch of its new Boneless Chicken Wings. “This product combines bold flavour, satisfying texture, and high protein content, and we see it as a key growth driver for the category,” he says. “We’re forecasting a 20% increase in our [sector of the] snacking category by 2026.”

Meal replacements and sharing

Traditional mealtimes are in decline, with people choosing to snack throughout the day, as opposed to sitting down for breakfast, lunch and dinner, says Calbee UK’s Hooper. “For those working, it’s about convenience, cost-effectiveness and the nutritional value of what they eat, she notes. “‘Snackification’ is being adopted as a way of life. With British employees spending on average 33 minutes on lunch, grabbing something quick and convenient makes sense²⁵.” However, she suggests it’s less about meal replacements and more about a cultural shift to eating little and often.

Calbee UK’s Hooper notes that sharing occasions at home remain popular, with consumers looking to try new and innovative snacks with friends and family during the big night in. This has been reflected in the data that shows sharing volume is growing



4% year-on-year²⁶ as cash-strapped shoppers choose to stay at home rather than going out, she says, and has influenced Seabrook’s new product launches in 2025, with larger formats for its Seabrook Tasty Takeouts (130g) and Seabrook Trebles (120g) all catering for this occasion.

For PepsiCo, Kahane says there are a whole host of innovative ways consumers are using crisps and snacks to create new ‘snackable’ meals, often driven by social media trends. “This offers retailers a chance to be creative, too, with their displays and

think about how they can inspire shoppers to try something different and drive cross-category purchases,” he says. Recognising this, the company unveiled its Doritos Loaded platform earlier this year, to inspire shoppers with recipes to make Doritos-based dishes at home, from unlocking dipping moments with tasty snacks to loading up with various toppings.

At Unisnacks, which offers the Kopiko, Meiji and Younger Farmer brands, non-executive director Reza Samsudeen says snacking continues to be popular with a cross-section of consumers and meal replacement is one aspect of this, as they continue to snack on-the-go. This habit has extended to sharing occasions at home, with a marked increase in the uptake of larger pack sizes, she says.

In fact, sharing is one of the fastest-growing demand spaces in CSN, continuing to see strong and sustained growth, says Kevin McNair, marketing

“‘Snackification’ is being adopted as a way of life, but it’s less about meal replacements and more about a cultural shift to eating little and often”



A matter of convenience and control

Smaller-format snacks are proving popular in impulse locations, and suppliers report that convenience retailers are key to driving sales of these, for treating, top-up and on-the-go consumption.

“The convenience retail sector is a key growth driver for Burts Snacks, where smaller formats and impulse appeal are crucial to success,” says Horscroft. “Our 40g packs are designed to meet the needs of busy shoppers seeking premium quality in an easy, grab-and-go format. They also offer a convenient way to manage portion control, aligning with growing consumer demand for more

mindful snacking. By combining trusted bestsellers with innovation in flavour, we help retailers attract both loyal customers and those seeking something new.”

Convenience retail also plays an integral role for Unisnacks in driving growth for its brands, especially on smaller packs, reveals Samsudeen. “We are continuing to invest in the convenience channel to enhance the presence of our brands at vantage points in these stores,” she says.

PepsiCo’s Kahane maintains the convenience sector is vital to its business and has become a key platform for reaching younger shoppers,

who are increasingly turning to these stores for everything from snacks on-the-go to top-up missions and evening treats. “So a variety of formats is important,” he notes. “Our core range continues to perform strongly here, and brands like Doritos Dinamita and Cheetos really resonate with this audience.”

Portion control and portability are key to the smaller size offer, says Golden Acre Foods’ Cutter, who notes that convenience retail is a major driver for the Hungry Boar brand – particularly through Booker and independent stores where price-marked packs and impulse formats “resonate

strongly with adult consumers looking for quick, satisfying options”.

With a decline in the sale of larger multipacks, we have seen shoppers preferring medium-sized multipacks, with volume growing 1.9ppts ahead of total multipacksⁱ, says Calbee UK’s Hooper. “Once again, we can attribute this to the cost-of-living crisis and the need for consumers to maintain control of the overall basket spend. When we also consider purchase occasions, and how multipacks are used for packed lunches, this further reinforces the rationale for this format.”

She also notes

director at KP Snacks. “From family movie nights to get-togethers with friends, great-tasting snacks are viewed as a central part of making shared moments feel memorable,” he says. “Our brands are well placed to meet this demand. Butterkist, the UK’s most popular popcorn brand, which holds a 32%²⁷ share of the popcorn market is synonymous with big night in occasions and continues to drive category excitement through bold, indulgent flavours like its new Crunchy Cookies & Cream popcorn.”

He also points to the Tyrrells ridged crisps range, with its Furrow brand attracting a younger audience to the premium sharing segment. “Growing at a massive +48% YOY²⁸, the Tyrrells Furrows subrange was recently expanded with the launch of a Beef Brisket & Black Peppercorn flavour.

“From meal deals, where CSN products play an anchor role, to mid-afternoon energy boosts, daytime

snacking is a core occasion, with lunchtime and food-to-go missions driving category growth,” he adds.

Snacking is increasingly blurring into light meals and top-ups at home, notes LSI’s Harriman. “With nine in 10 snacks consumed at home²⁹, we are seeing steady demand for multipacks and bigger formats that support the store cupboard and sharing occasions,” he says. The company recently launched Peperami Original Big 10 pack of sticks, which has “quickly proven the appeal of bigger packs to have at home in the fridge”, he notes. “We have also expanded into new formats such as Chicken Tikka Skewers, designed to meet in-home demand for tasty snacks that are easy to share.”

In the chilled meat snacking category, the top-selling snacks come in multipack formats, suggesting people are buying them for packed lunches and for consumption at home, says The Mad Butcher’s Groves. “As more

people return to the office and spend increasing amounts of time socialising at home, there is a huge opportunity for the snacking market to provide new and exciting snack options that suit different occasions. We’ve designed our current product range with this in mind. Our 70g bags of air-dried, smoked Salami Sticks are perfect for sharing at home or on-the-go, while our new gourmet Salami and Chorizo Bites are a tasty, protein-rich snack to grab and enjoy on the move, in a charcuterie-inspired lunch, or as an accompaniment to an evening beverage at home.”

At Manning Impex, high-protein alternatives in its range, including some under the Pumpui brand, are on the rise, and Fletcher believes this is linked to meal replacement and satiety on-the-go. “We have seen UK consumers following some Thai crossover eating trends, such as smashing noodles into bite size and

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covering them in seasoning to snack like a pack of crisps – there are lots of examples of this on TikTok,” she says.

At Grenade, multipacks continue to provide a protein-packed solution within supermarkets, where consumers are more considered and searching for value, says Austerberry. Grenade’s best-selling flavours such as Grenade Oreo come in 4 x 60g multipacks, which give snackers the opportunity to stock up on their favourite protein bar at a better value, she says. “This is vital for retailers to provide an option for snackers to plan their snacks once they’ve found their favourite.”

“Bagged snacks continue to dominate lunchtime occasions and crisps remain the UK’s third most popular snack, with 81% of consumers reaching for them regularly³⁰,” says Burts Snacks’ Horscroft. “But snacking is no longer confined to only traditional moments; the afternoon ‘3 pm pick-me-up’ is increasingly common, with 41% of consumers prioritising indulgence over convenience in their snack choices³¹.

“As traditional mealtimes become more fluid, Burts is seeing its 150g packs increasingly used as casual meal alternatives, especially during relaxed, social eating occasions at home.”

Other drivers

Within healthier biscuits, Mondelez International’s Nash reports a 6% YOY increase in on-the-go shopper missions³², as they are being more mindful when snacking while out and about. “Brands such as belVita and Cadbury Brunch are therefore key pillars of a retailer’s snacking offering, as they offer a range of formats and flavours,” she says. The company recently launched its limited-edition belVita Crunch Choco Hazelnut, combining chocolate, high fibre and a signature blend of five whole grains.

“Consumer demand for satisfying, full-bodied snacks continues to rise, with 57% of UK consumers saying rich, savoury flavours make snacks feel more indulgent³³,” says Burts Snacks’ Horscroft. “Meanwhile, cheese remains one of the most popular crisp flavours in the UK³⁴ and meaty profiles like beef and mustard hold strong appeal. Burts Ridges deliver on these desires with premium ingredients, bold flavour profiles and a texture that enhances the overall snacking experience, helping the brand stand out in an increasingly



competitive and trend-driven category.”

“Bold taste and premiumisation are leading the charge,” says Golden Acre Foods’ Cutter. “Consumers want snacks that feel indulgent but deliver functional benefits. Hungry Boar taps into that with flavours like Flamin’ Piri Piri and Loaded Cheese – bold flavour profiles backed by high protein.

“Protein remains a key trend within snacking and we see a real opportunity for more savoury products to take share from the traditional sweet ‘protein bar/shake’ options,” she adds.

According to Rollover’s Owen, the

“Consumer demand for satisfying full-bodied snacks continues to rise; 57% of consumers say rich, savoury flavours make snacks feel more indulgent³³”

snacking category is driven by three core consumer demands: convenience, bold flavour, and a protein fix. “Today’s shoppers are looking for snacks that fit seamlessly into their lifestyle – quick, satisfying and packed with taste,” he says. “However, barriers still exist. Many consumers perceive snacks as low-quality or lacking variety. That’s why innovation is critical. Our latest launch, Boneless Chicken Wings with Texas BBQ Sauce, was designed to challenge these perceptions. It’s indulgent, high in protein, and tailored for on-the-go enjoyment.”

When it comes to protein bars, consumers are buying for all kind of reasons, but the primary driver is the amount of protein the bar contains, says Grenade’s Austerberry. “This is seen as 20g or more by over 42% of consumers³⁵. Beyond protein levels, consumers are looking for healthy or better for you alternatives that taste good. And the final important driver for consumers



that growing its share within convenience is a core objective for the company's Seabrook Crisps brand. "Latest data tells us that crisps and snacks account for 15% of impulse salesⁱⁱ. This opportunity in convenience is further heightened by the fact that impulse is the only category experiencing value growth in the last 52 weeksⁱⁱⁱ. This makes developing new and innovative crisps and snacks in a variety of formats, flavours and textures a priority for us."

Manning Impex's Fletcher says the company is seeing its Boy Bawang, Chick Boy and Ding Dong brands go from strength to strength in convenience retail, and there are a couple of major factors driving this. "The relatively small pack

size is one, but the strength of flavour is probably the bigger element – bigger flavours mean more satiety cues and self-regulation," she notes.

"Mini and portion-controlled snacks are increasingly popular, especially among consumers seeking quick, protein-rich options that fit busy lifestyles," says Rollover's Owen. "As a hot food-to-go brand, Rollover thrives in environments where speed, accessibility, and impulse appeal are

“Convenience is critical to trial and impulse, while grocery drives scale. The two complement each other”

key. Convenience retail is critical because it places our products directly in the path of consumers who are looking for quick, satisfying options."

Smaller-format protein bars are the perfect way to encourage penetration into the protein snacks category, says Grenade's Austerberry. The company's 35g bars "pack all of the flavour of our wider range, but are a smaller eat and lower price point to entice new snackers in", she says. "Paired with a meal deal offer, they also provide a protein-packed snack to accompany a full meal solution for consumers looking to get more protein from their lunch."

By its very nature snacking is impulse-driven, and therefore the on-the-go,

convenience and forecourt sectors are incredibly important to The Mad Butcher brand as people often buy snacks while they're out and about, says Groves. "We've launched our new 40g bags of Salami and Chorizo Bites to grow our market share within these sectors. By packaging gourmet charcuterie snacks in handy, portion-controlled sizes and selling them at an affordable price, it means we can compete with nuts and crisps in-store."

Convenience is critical to trial and impulse, while grocery drives scale, points out LSI's Harriman. "The two channels are highly complementary, which is why it's vital for retailers to stock the right mix of ranges to satisfy different shopper missions."

is the amount of sugar in a bar. With 20g or more protein in all of Grenade's 60g bars and 330ml protein shakes, Grenade's range caters to the craving for high-protein products," she says.

"Premiumisation is a huge trend right now and the market has seen an influx of premium ranges being launched, all designed to appeal to customers who want to enjoy high-quality products and don't mind paying a bit extra for them," says The Mad Butcher's Groves. "The decline of ultra-processed foods made using poor-grade ingredients is helping to drive this trend, and customers are now demanding more from food producers. This is where our meat snacks really shine; they are high in protein and made with quality pork in the traditional way, smoked and air-dried instead of heat-treated."

"As growth within the plant-based meat alternative category continues to slow, we've also noticed an increasing number of people on social

media who are proud to shout about enjoying meat. Our products are made for meat maniacs, and our mission is to celebrate meat and grow the meat snacking market by launching innovative and gourmet charcuterie snacks at an affordable price point."

Shoppers want high protein, bold flavours and frictionless convenience across food-to-go, lunchboxes and at-home, says LSI's Harriman. "We're also seeing momentum in chilled chicken snacking, up 21% over two years to £165m³⁶, with 84% of sales incremental to the category³⁷," he reveals. "That's why we have added new Chicken Skewers and relaunched Chicken Bites, supporting them with heavy TV advertising."

Social media vs bricks & mortar

Calbee UK's Hooper says food is one of the most influenced categories, with social media driving trends through viral content. "In fact, 85% of Gen Z

bought something after seeing it on social media³⁸," she reveals. "What's more, 93% of Gen Z are open to trying global cuisines, snacks and drinks, with this audience willing to explore new tastes from around the world³⁹. These findings reinforce the appeal of new, innovative and exciting snacks that may be popular in other territories, but have yet to feature on UK supermarket shelves."

The best way of generating buzz on social media for a snacking brand is to create moments that people want to talk about and share, says Kind Snacks' Morris. "Buzz comes when a brand feels part of a culture, not just another account posting content," he says. "That means being quick to tap into relevant trends, nailing social brand tone, and being unexpected in how you show up."

"Creators and influencers are key to making this happen," he adds. "Unlike traditional ads, creator content travels further because it feels real, and

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when fans remix or replicate it. Social media buzz is built when consumers don't just see your posts but feel part of your world and want to amplify it themselves."

Social media continues to shape the snacking landscape, with trends on platforms like TikTok and Instagram driving consumer interest in unique, customisable and shareable food moments, says PepsiCo's Kahane. "As a result, creating immersive, social-first brand activations is increasingly crucial for driving both in-store and online sales," he notes.

At Manning Impex, Fletcher says TikTok users are used to new things popping up all the time, and retailers need to reflect some of that varied and exciting experience. "The days of walls of single brands in multiple flavours are definitely numbered," she says. "Retail theatre has been lost to a large degree in the last decade, and displaying interesting, authentic brands like Miaow Miaow, Boy Bawang, Ding Dong and Chick Boy can be part of the way we bring it back.

"Snacking is all about the experience and with social media it's also a new discovery," she adds. "And don't forget that variation is good – nobody wants to watch countless repetitions of the same response. So, we're starting to build our socials around more divisive flavours – durian, strong garlic, extra spicy are all options that people love or hate, and that drives great content."

In-store, meanwhile, visibility and simple merchandising are key to the success of a healthier snacking range, maintains Grenade's Austerberry. "As snacks are often impulse-led purchase decisions, they should be visible where shoppers are looking for their snacks – alongside traditional confectionery, next to your crisps, and with category adjacencies such as soft drinks or food-to-go," she says. "These are the perfect locations to give the customer the choice of a healthier treat."

Golden Acre Foods' Cutter believes retailers need to create moments of discovery that mirror the energy and immediacy of social media. "Hungry Boar's success has shown that when a product feels exciting and culturally relevant, it drives impulse and repeat purchase," she says "We've supported our launch with a heavyweight digital campaign, but we've also backed it up in-store through bold POS,

Taste, texture and travel influences

"Taste remains the No.1 purchase driver in the crisps, snacks and nuts (CSN) category, and we're seeing strong momentum for big, bold flavours that consumers love and want to experiment with," says KP Snacks' McNair. "Spicy' has become a new dominant flavour profile, representing the second-fastest growing partition in the category^{iv}." To meet this, KP Snacks expanded its McCoy's portfolio with a new Hot 'n' Spicy Grab Bag, earlier this year.

However, McNair also points to dairy flavours, which he says continue to perform in the category. "We paired our classic Nik Naks brand's iconic crunchy texture with the popular cheese flavour through the launch of Nik Naks Tangy 'N' Cheesy Grab Bags," he reveals. "The new product taps into consumer demand for familiar flavours, with 78% of consumers saying the flavours of crisps they enjoyed as a child are still their favourites today^v."

Spicy flavours

continue to blaze a trail in the savoury snacks category, says PepsiCo's Kahane. He points to the performance of its Doritos Flamin' Hot range, launched last year, which has generated £18m in sales since March 2024^{vi}.

Also, inspired by tastes from around the world, in August PepsiCo added two new flavours to the permanent core range of Walkers crisps – Sticky Teriyaki and Masala Chicken. This was driven by the nation's appetite for flavour discovery, says Kahane.

"With the Tikka Masala flavour continuing to grow in popularity^{vii} and interest in Japanese flavours rising by 60% in the salty snacks segment^{viii}, these additions are designed to inject excitement into the category, driving shopper engagement and delivering greater flavour variety alongside core favourites," he says.

However, he also points to the enduring popularity of cheese-flavoured snacks, which he says continue to be a major growth driver

in the savoury snacks category – worth nearly £1bn and growing YOY^{ix}.

"Spicy flavours continue to lead the way in consumer preference, with mainstream brands like McDonald's embracing the trend through products like Spicy McNuggets," comments Rollover's Owen. "At the same time, classic profiles such as BBQ remain





resilient, proving that comfort and familiarity still hold strong appeal.

“Texture is increasingly becoming a key differentiator,” he adds. “Consumers are looking for more than just taste they want a sensory experience. Multi-textured formats, especially crispy coatings, are gaining traction.”

Spicy and world food flavours

remain popular... but heat and umami are trending also – think smoky BBQ, spicy jalapeño and rich cheese, as well

“Texture is increasingly becoming a key differentiator. Consumers are looking for more than just taste”

as hot honey, says Golden Acre Foods’ Cutter. “Texture is increasingly important, especially in meat snacks where chew and bite matter,” she adds.

“Consumers want to experience new flavours, and with the ongoing squeeze on wallets, snacking is an easy and inexpensive way to travel the world of flavours,” says Manning Impex’s Fletcher. She points

to authentic Asian snacking with interesting flavours such as gochujang, used in its Kauboi range, and its Korean Spicy Flavoured Cuttlefish Crackers from Miaow Miaow.

“We can see from online discussions that sticky and fluffy are growing textures. We know that mango sticky rice, durian and seafood flavours are building in popularity, and we are tuning our new product pipeline accordingly,” she adds. “We have some exciting new snacks coming soon. For instance, Mee Krob is a traditional Thai dish consisting of crispy noodles, and we will be launching Mee Krob snacks in November with authentic flavours such as Japanese Soy Sauce & Seaweed, Thai Chilli Limes and sweet and tangy tamarind sauce with peanuts.”

While bold flavours are a key driver of sales, it is important, from a consumer perspective, that they are authentic, says Unisnacks’ Samsudeen. The company has identified growing demand among UK consumers for adventurous alternatives to “decidedly British” potato crisps and nuts.

The world food influence on trends continues at Tayto Group, where Smith points to the UK’s love of takeaways. “Chinese remains Britain’s favourite

takeaway, with Salt & Chilli Chicken being a fixture on many people’s orders,” he says. “This was the inspiration for Golden Wonder’s latest flavour, delivering the perfect blend of heat and savoury meatiness and tapping into consumers’ ongoing interest in spicy flavours.”

The sugar confectionery sector, meanwhile, is in growth^x and currently represents 23% of the total confectionery market^{xi}, reveals Mondelez International’s Nash. “Within this we’ve seen a rise in demand for our sour candy in particular^{xii} as it appeals to consumers who are looking for little moments of fun and escapism from day-to-day life.” The company’s Sour Patch Kids brand is growing by 26.9%^{xiii}, outpacing the wider category and it recently launched a limited-edition Sour Patch Kids Blue Raspberry flavour in a market where 43% of consumers are wanting sour flavours^{xiv}, she notes.

On a more classic stance, the company’s Maynards Bassetts brand, recently added Classic Fruit Mix to its line-up bringing together four of its consumers’ favourite fruit flavours – Apple, Cherry, Strawberry and Blackcurrant. It is non-HFSS and offers consumers “a touch of nostalgia in a ‘proper’ grown-up treat”, says Nash.

Analysis

price-marked packs and experiential activations that bring the brand to life. Retailers can compete by curating snack zones that feel dynamic and trend-aware – think flavour drops, influencer tie-ins and QR codes that link to live content or taste tests.

“On social, it’s about authenticity, humour and tapping into real cravings, not just polished ads,” she notes. “Hungry Boar’s partnership with Extreme Robots, where we’ve brought the brand into live events and influencer content, is further testament to creating the right personality for the brand. Taste tests with influencers on TikTok have helped drive buzz and trial. The key is to show up in cultural moments that feel relevant to your audience and do it with confidence, character and of course ‘a bit of bite.’”

Bricks & mortar stores need to highlight the visibility of snacks and run activations for sales to complement the social media presence, says Unisnacks’ Samsudeen. She believes it’s vital to ensure consistency in availability and reduce stockouts, which she notes is “critical to the success of the snacking category”.

For LSI’s Harriman, it’s about “winning the last metre”. Retailers should make the market-leading brand in meat snacking, Peperami, highly visible to signal the category, he says. “In-store, brand-block Peperami in the chiller, ensuring strong availability to avoid out-of-stocks and doing the basics brilliantly. Include single sticks front-of-store in meal deals to help capture impulse.”

According to Rollover’s Owen, retailers can stay competitive by turning physical spaces into discovery zones. “Creating engaging in-store experiences is key – think bold POS displays, free-standing units, and clever integration into meal deals that encourage impulse trial,” he says.

“A dedicated food-to-go area is no longer optional; it’s essential. Positioning this zone strategically – near the entrance or alongside on-the-go drink formats – can significantly boost visibility and basket spend. Snacks and drinks are often purchased together, so proximity drives convenience and conversion.”

On social media, Rollover has found that vox pop-style content – authentic, street-level interviews – drives strong engagement by



capturing real reactions and relatable opinions. “We also tap into trending formats like ‘rage bait’ – content that intentionally provokes strong opinions or playful controversy. When used carefully, it can fuel debate and boost visibility without damaging brand perception,” he says. “Encouraging user-generated content through giveaways, challenges, or duets helps amplify reach and foster community. The key is to make participation easy, fun, and rewarding – turning fans into advocates and moments into movements.”

“Retailers have been dominated by a couple of brands with the same old flavours for too long. It’s time to match the TikTok experience in-store”

One piece of advice

With snacking suppliers asked to give one piece of advice to retailers for the year ahead, the suggestions were plentiful, with improved visibility and generating excitement as core concerns.

“Retailers have been dominated by a couple of brands with the same old flavours for too long,” says Manning Impex’s Fletcher. “It’s time to match the TikTok experience in-store, capturing the newness and fun and giving instant access to new and exciting products and flavours.”

At Kind Snacks, Morris believes it’s important to prioritise visibility and accessibility of healthy snacks for shoppers. “It’s crucial to ensure healthy snack options are available in all key front-of-store locations,” he says. “In fact, research shows that one in five shoppers⁴⁰ will walk away from the transaction zone if they don’t see healthy choices. That’s a significant missed opportunity.



impossible to ignore, adds Rollover's Owen. "Snacking is driven by impulse, so meet shoppers where their cravings strike. Position snacks to satisfy real needs – hunger, convenience, indulgence – and make them available across all dayparts, not just lunchtime. Use bold displays, smart bundling, and cross-category promotions to boost visibility and trigger impulse buys. Don't underestimate the power of the meal deal. Make snacks a core part of your offer, whether it's a hot bite, or a savoury side, and watch your basket spend grow."

To drive sales and basket spend, retailers need to get the range mix right, says Calbee UK's Hooper. "In today's market, it's about balance: delivering great quality, everyday affordable family favourites, alongside healthier options and fun, inspiring products for more impulse-driven sharing occasions," she notes. "This meets a variety of shopper missions and appeals to the widest possible audience."

For Mondelez's Nash, offering a range that covers a comprehensive set of need states, from everyday treats to indulgent moments to those that help connections through sharing moments is important. "It's also vital that retailers cover on-the-go and take-home missions, and that they offer a full range of products for all budgets," she adds.

"Innovative in-store product placement is key to driving sales in this competitive market, and by placing snacks alongside other products that they partner well with – like beverages, olives, cheese, or lunchtime sandwiches – retailers can create exciting pairing combinations and encourage consumers to purchase multiple items," says The Mad Butcher's Groves. "If retailers consider the breadth of occasions that fit with meat snacking, they can tap into different audiences and generate sales."

Convenience retail is going through tough times as shoppers seek value in multiples and discounters, observes Tayto Group's Smith. "PMPs remain independent retailers' best weapon to showcase value, but shoppers are being put off by inflated PMP price points. "Golden Wonder's determination to continue to offer great value by sticking with £1 PMPs is behind the brand outperforming the market (+6.6% vs +3.3%⁴¹)," he adds.

Having the right range, in the

right location in-store and making it visible is a simple way of optimising your snacking, advises Grenade's Austerberry. "Protein bars and their typically higher POR compared with typical confectionery provide a lucrative solution for retailers and, with snackers demanding protein-packed snacks, it's important for retailers to capitalise on this."

Ultimately, balance remains key, says PepsiCo's Kahane. "Retailers need to offer something for everyone. That's going to include new launches that attract more adventurous shoppers to the savoury snacks aisle. But that shouldn't mean reducing space for core favourites like Walkers Ready Salted, Cheese & Onion and Salt & Vinegar. These are worth a combined £287.3m⁴², showing just how valuable they continue to be."

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A matter of convenience

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Taste and texture

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Sustainability championed at Burts

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Burts
– works with the following suppliers
South Devon Chilli Farm
Quicke's Cheese
Eversfield Organic Farm
Spoilt Pig Farm
Splattenriden Farm
Colwith Farm Potatoes
Trenowth Farm
New Rydon Farm
Treleathick Farm

 Burts is once again raising the bar in sustainable snacking with the introduction of new packaging made from 55% recycled plastic. Launched in June this year, the new packs were rolled out across a selection of the award-winning snack brand's best-loved flavours, including Mature Cheddar & Onion, Lightly Sea Salted, Sea Salt & Malt Vinegar, and Devon Roast Beef in both 40g and 150g formats. A clear green flash on the updated designs highlights the use of recycled material, making the change instantly visible to shoppers.

“This move proudly makes Burts the first brand in the hand-cooked crisps category to achieve such a high level of post-consumer recycled (PCR) content in its packaging,” says Rikin Lakhani, managing director, Europe snacks for the company. “Created by recycling consumer waste, that has already served its purpose, and combining it with virgin resin, PCR produces packaging that significantly reduces reliance on virgin plastic. This shift is set to save approximately 8,000 tonnes of virgin plastic, which is a major step towards reducing the industry's environmental footprint.

“Sustainability is more than a buzzword for Burts – it's a responsibility,” he adds. “With 58% of consumers now factoring environmental impact into their food choices¹, the business is aligning its innovation with what matters most to shoppers.

“This launch is a proud milestone for Burts and the wider snacking category. By introducing packaging with 55% recycled content, Burts is not only reducing its reliance



“This new packaging is a milestone for Burts and the wider snacking category. By introducing 55% recycled content, Burts is not only reducing its reliance on virgin plastic, but also showing that sustainability and quality can go hand in hand”

on virgin plastic but also showing that sustainability and quality can go hand in hand. The brand's customers want great-tasting crisps that are responsibly made, and this innovation reflects its commitment to doing better for both people and the planet.”

The new packaging follows a series of sustainability initiatives Burts has implemented over the last five years. The brand has reduced the thickness of its packaging film from 50 to 40 microns, removing 12.2 tonnes of plastic from the market in 2024 alone. It has also cut the weight of its film by 10% and redesigned its tertiary boxes – all from FSC-certified managed forests – to reduce cardboard use by a further 10%.

“But sustainability at Burts extends beyond packaging,” explains Lakhani. “We champion local sourcing, working closely with suppliers in the south west such as Quicke's Cheese, South Devon Chilli Farm, and Eversfield Organic. All ingredients are fully traceable, responsibly farmed, and Red Tractor-certified, ensuring high standards from field to pack.

“With our new 55% recycled plastic packaging, Burts continues to combine quality, flavour, and responsibility – setting a new benchmark for sustainable snacking.”



Source

¹ Innova Market Insights, “Winning with waste: unlock the upcycling opportunity – Global, 2023

55% RECYCLED PLASTIC

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We've cut virgin plastic in our most popular crisp packaging
by more than half**



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*Burts has a wide range of sustainability initiatives, including measures to reduce the impact of our packaging. As part of that, our crisp packaging is now made with 55% post-consumer recycled plastic. ISCC mass balance certified. Visit our website for more information.

** Lightly Sea Salted 40g,150g,450g. Sea Salt & Malt Vinegar 40g,150g. Mature Cheddar & Onion 40g,150g. Devon Roast Beef 40g,150g.

Calbee Group UK

Seabrook makes Waves and amplifies

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Seabrook Crisps
Calbee
Harvest Snaps

Seabrook Crisps is a brand on a mission, with innovative product launches, extended category reach and a brand-new campaign creative all planned within the next 12 months.

More than 80 years since the brand launched its first ever crinkle cut crisps from its northern base in Bradford, Seabrook, the UK's second-largest crisps brand¹, will unveil its first premium crisps – Waves. Strengthening its position within the category and during sharing occasions, Seabrook Waves offers a more refined, gently wavy-cut product in a range of delicious flavours including Steak & Black Pepper, Wensleydale & Spring Onion and Sea Salt & Cider Vinegar, reveals Claire Hooper, group marketing director at Calbee Group UK, owner of Seabrook.

“Our move into more premium sharing crisps complements our roots in everyday, great value snacks,” she says. “You could say that Seabrook Waves are a little bit posh, without



Source

¹ Kantar, 52 w/e 10.08.25

NEW



WAVES

FULL OF FLAVOUR

its Masterbrand strategy



being pretentious. Sharing crisps are growing volume ahead of the category and, with many shoppers continuing to struggle with grocery prices, great value innovation is really important in this space, especially from a brand that is known for great flavour. Our Seabrook Waves are perfect for sharing with family and friends.”

Making waves inside and outside the category, Seabrook is also taking its iconic flavours beyond crisps, snacks and popcorn for the first time. From October 2025, shoppers should look out for Seabrook branded products within the frozen food aisle. Products available include Salt & Vinegar Fries, Cheese & Onion Fries, Beefy Potato Crinkles, and Sea Salted Potato Crinkles.

“Our licensing plans are one of the ways in which we are amplifying the Seabrook brand and supporting our ambitious growth plans,” explains Hooper. “Seabrook flavours appeal



“Moving into more premium sharing crisps complements our roots in great value snacks”

to the whole family, and this first range extension into frozen perfectly reinforces that, with more exciting innovation to follow in 2026.”

Calbee UK’s appetite for growth, in a very competitive market, would not be possible without continued investment in Seabrook’s challenger brand position, in terms of additional capacity, product capabilities and marketing. Shoppers will see much more of this in 2026 when Seabrook launches a fresh, new creative approach that will reinforce and build the brand’s emotional connection with consumers.

“We can’t give away too much too soon, but we are very excited by what’s to come,” concludes Hooper. “During 2026, we will be kicking off the first phase in a new, long-term creative plan for Seabrook, across all our brand touchpoints. We know Seabrook fans old and new are going to love it just as much as we do!”



RIDE THE FLAVOUR WAVE

Bold flavour and big opportunity

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Brand Director

KEY BRANDS

Snyder's of Hanover
Pretzel Pieces

➔ The UK snacking market is seeing a major transformation.

Consumers are seeking bold flavours, new textures, and exciting formats that deliver both indulgence and value. Pretzels – once a niche player – are now leading this evolution, with the UK pretzel market valued at £70m and growing at +21% year-on-year¹, driven by flavour innovation and expanded pack options.

At the heart of this growth is Snyder's of Hanover, the No.1 pretzel brand in the US² and a name synonymous with authentic American snacking, reveals Blanca Cerro, marketing lead at Campbell's. "In 2025, Snyder's is making a powerful entry into the UK with the launch of four Pretzel Pieces SKUs: Cheddar Cheese; Honey Mustard & Onion; Hot Buffalo Wing; and Jalapeño," she says. "These distinctive products deliver on the biggest category trend – flavour. Consumers are moving beyond plain salted pretzels, seeking variety and bolder taste experiences. Snyder's Pretzel Pieces offer exactly that: high-intensity flavours in a crunchy, moreish bite, perfect for sharing at home or enjoying on-the-go."

Standing out amid the competition

Snyder's brings a point of difference to the category by blending heritage with innovation, explains Cerro.



“Consumers are moving beyond plain salted pretzels, seeking variety and bolder taste experiences. Snyder's Pretzel Pieces offer exactly that: high-intensity flavours in a crunchy moreish bite”

"This launch builds on that legacy while responding directly to today's consumer needs for premium, flavour-forward snacking," she notes. "Retailers can benefit from strong consumer recognition, high purchase intent, and the ability to attract new shoppers into the pretzel aisle."

"By grouping premium flavoured pretzels like Snyder's Pretzel Pieces within snacking aisles – and ensuring strong secondary placement – retailers can encourage trial, increase impulse missions and, ultimately, boost basket spend," she adds.

Driving category growth

To support the launch, an extensive in-store marketing program will be implemented. This includes impactful point-of-sale materials, sampling initiatives, and secondary placements to maximise visibility and encourage impulse purchases.

"These activities are strategically designed to increase shopper engagement at shelf, promote trial, and ultimately support category growth," explains Cerro.

Looking ahead

"With bold flavours, American heritage, and a proven track record of success, Snyder's Pretzel Pieces are set to invigorate the UK snacking aisle in 2025 and beyond," she concludes. "Retailers who embrace the brand early will be well placed to capture consumer excitement and grow their snacking sales."



Source

¹ NIQ, GB, Total Coverage, Latest 52 wks vs YA – w/e 18.05.24, Latest 52 wks – w/e 17.05.25

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SNACKEX 2026: a must for the savoury snacks industry

DETAILS

European Snacks Association

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KEY BRANDS**SNACKEX**

– Snackex isn't just another event – it's where deals get done, partnerships are formed, and the future of the savoury snacks sector is shaped. Whether you're a long-time industry leader or an emerging player with a game-changing idea, Lisbon in June 2026 is where you need to be.

Don't miss your chance to be part of the industry's most targeted and high-value exhibition. For all enquiries please email veronica@esasnacks.eu and keep an eye on snackex.com for early registration to visit.

 In June 2026, the eyes of the global savoury snacks industry will turn to Lisbon, Portugal, where Snackex – the sector's flagship exhibition – comes to the FIL Expo Centre. Taking place on 17-18 June, this two-day event promises to be more than just a trade show; it is *the* gathering for anyone involved in the manufacture, supply or innovation of savoury snacks and snack nuts, says the organiser. "Snackex is unique in its exclusive focus on this fast-growing sector," it notes. "As the only international trade fair solely dedicated to savoury snacks, it has established itself as an essential meeting point for buyers and suppliers looking to shape the future of the industry."

Why Snackex matters

For exhibitors, Snackex is a strategic platform. With over 70% of previous attendees influencing purchasing decisions, it offers direct access to the people who matter. Whether you're launching a new product, seeking international exposure, or strengthening relationships with customers, the show floor is where deals are made.

Attendees can expect a rich mix of qualified visitors, from senior executives and procurement specialists to engineers and product developers.



“As the only international fair solely dedicated to savoury snacks, SNACKEX has established itself as an essential meeting point for buyers and suppliers looking to shape the future of the industry”

In 2026, Snackex will again welcome buyers from over 70 countries, offering unparalleled networking opportunities and the potential to open doors to new global markets.

Showcasing innovation

Exhibitors span the entire value chain – from snack producers to equipment manufacturers and ingredient suppliers. Expect to see leading companies present innovations in potato and corn chips, popcorn, baked and extruded snacks, meat snacks and nut-based products. The event also features cutting-edge technology in weighing, packaging, extrusion, processing and quality control, and spotlights services like consulting, paperless production metrics, and compliance solutions that drive operational excellence across factories worldwide.

Who will you meet?

Visitors to Snackex form a broad and influential cross-section of the snack food industry. From senior directors at top global snack brands to R&D leaders scouting for the next big idea, and from engineers sourcing equipment to brokers and buyers forging new supplier relationships – this is where industry-defining conversations happen. Retail representatives and companies with specific challenges will also be in attendance, looking for tailored solutions and engagements with both trusted partners and new suppliers.





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Bite, boldness and character

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The Hungry Boar
– Flamin' Piri Piri Sticklers
– Loaded BBQ Sticklers
– Loaded Cheese Sticklers
– Chicken Sticklers
– Pork Sticklers

 Hungry Boar is leading the charge in meat snacking with a brand that's built on bold flavour, high protein and unapologetic personality. Launched by Golden Acre Foods in March this year, Hungry Boar entered a category full of promise but short on innovation and the brand has hit the ground running.

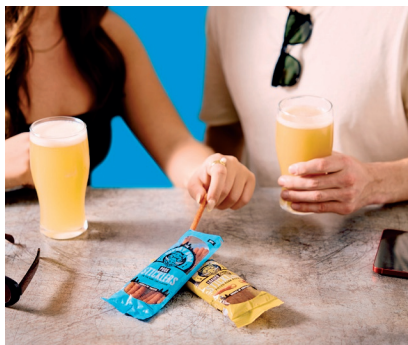
“The meat snacking segment has seen renewed energy, but it's still underserved when it comes to flavour, format and brand experience,” says Rebecca Cutter, brand director. “That's exactly why we created Hungry Boar – to bring real bite and character to a space that has been ‘playing it safe.’”

Golden Acre's flagship product, Hungry Boar Pork Sticklers, delivers serious protein in a thin, snackable format designed for real-life consumption – whether it's post-gym, mid-commute or weekend grazing. With craveable flavours like Flamin' Piri Piri and Loaded Cheese, Hungry Boar taps into the demand for indulgent, functional snacks that feel exciting and satisfying, says Cutter.

“NPD is central to our growth strategy but for now we're building a pipeline around craveability and relevance,” she explains. “It's about giving consumers something they genuinely want and surprising them along the way.”

What sets Hungry Boar apart is its ability to blend brand credibility with brand charisma, adds Cutter. “Consumers are increasingly looking for snacks that deliver on protein, texture and taste, but they also want brands that feel alive,” she says. “Hungry Boar's cheeky tone of voice, bold packaging and consumer-aware positioning make it stand out on shelf and online.”

“We're not just another protein snack.



“We're not just another protein snack. We're a brand with swagger, substance and a clear point of view. That's what drives loyalty and repeat purchase”

We're a brand with swagger, substance and a clear point of view. That's what drives loyalty and repeat purchase.”

Marketing and merchandising plans for the remainder of 2025 and into 2026 are focused on amplification and experience. “We've invested in live sampling at events like Pub in the Park and Brew LDN, influencer-led taste tests, and activations that bring the brand to life, including our fireside stand and hoopla game inspired by the Hungry Boar character,” reveals Cutter.

“Our partnership with Extreme Robots has been a standout success, connecting us with a high-energy audience that loves bold flavours and disruptive branding. Based on its impact, we're extending the sponsorship into next year and exploring new cultural tie-ins that align with our tone and target too.”

“We're here to energise the category,” she concludes. “Hungry Boar is more than a snack – it's a growing movement. And we're just getting started.”



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WWW.THEHUNGRYBOAR.CO.UK

Meeting protein demand

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Grenade

Protein-packed snacks remain in high demand across the UK with the protein bar category now worth £163.2m, +6% vs the previous 52 weeks¹. As the UK's favourite protein bar, Grenade's 43.2%² share continues to prove the range is as popular as ever among snackers. With consumers changing how and where they pick up their protein snacks, Grenade's varied range of delicious bars and shakes continues to deliver on what customers are searching for, says UK retail sales director Rachel Austerberry.

Best just got better

Not content with a range that boasts eight out of the top 10 best-selling protein bars in the UK³, Grenade has made the best better by reformulating some of its much-loved bars to keep pushing the boundaries on taste, she reveals. "Flavours such as Chocolate Chip Cookie Dough and White Chocolate Cookie have been made softer and given an even richer flavour to delight snackers when they next pick up their favourite protein bar," she says. "Still with 20g of protein and just 2g sugar, the Grenade range continues to evolve and ensure snackers get their sweet treat, with a protein-packed snack, that never compromises on taste."

Increased HFSS-compliant range

This evolution includes widening the brand's range of HFSS-compliant products, which now feature the decadent Fudged Up flavour, taking the brand's HFSS range to eight flavours of their best-selling bars. "It's important for retailers to stock proven sellers in lucrative impulse locations, and Grenade's range



“Still with 20g of protein and just 2g of sugar, the Grenade range continues to evolve and ensure snackers get their sweet treat, with a protein-packed snack that never compromises on taste”

is a reliable solution,” she adds. “Our products delight snackers when they first choose a high-protein bar and keep them coming back for more.”

Snack-size protein

Having different formats of protein snacks available is vital to customers continuing to shop the category, notes Austerberry. “Grenade provides a tasty snack-size format for those choosing a smaller eat, but packing all of the same flavour. Grenade's 35g bars, which include best-selling flavour Grenade Oreo, have less protein than the 60g bar but provide snackers with the perfect solution alongside a sandwich or drink to create a protein-packed meal. Still enjoyable on its own, the 35g is a great option for those looking for a lighter protein bar and a lower price-point.”

Bigger basket multipacks

For those who are more planned than impulsive, Grenade provides a multi-pack format of its best-selling 60g bars to cater to them. Available as 4 x 60g pack, snackers can stock up on their favourite protein bar to enjoy when they want at a greater value than picking them up individually. Austerberry concludes: “Grenade's multipacks enable retailers to create a bigger basket for regular protein-snackers and should form part of any protein-packed range.”



Source

^{1,3} Circana, Protein Bars, Total Market, Value Sales, 52 w/e 06.07.25

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*IRI Marketplace, Total UK Market, Value Sales, Grenade Protein Bars, 52wks to 13.04.25

Driving growth in snacking

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Butterkist
Discos
Frisps
Hula Hoops
KP Nuts
McCoy's
Nik Naks
Penn State
Pom-Bear
popchips
Roysters
Skips
Space Raiders
Tyrrells
Wheat Crunchies
Whole Earth

With a unique portfolio of market-leading snacks, from popcorn to pretzels and crisps, KP Snacks continues to drive category growth across occasions and need states.

Kevin McNair, marketing director of KP Snacks, says: "We are unlocking significant growth opportunities across the category by tapping into key demand spaces with the right brands, formats and flavours that meet the evolving needs of today's consumers."

One of the fastest-growing demand spaces is sharing, which continues to see strong and sustained growth. Snacks are seen as a hugely important part of a memorable sharing occasion, whether it's a get-together to remember or a family movie night.

Sharing

Butterkist plays a key role in the Big Night In occasion, with a 32% market share¹. "The brand continues to disrupt the category with bold, indulgent flavours, including its recently launched Crunchy Cookies & Cream popcorn, perfect for sharing moments at home," says McNair.

Tyrrells' hand-cooked crisps meet the demand for premium snacks that make in-home experiences feel more special. Featuring core flavours like Sea Salt & Cider Vinegar and Mature Cheddar & Chive, the brand is growing ahead of the overall category². Tyrrells' ridged crisp range, Furrows, recently launched a new Beef Brisket and Black Peppercorn flavour, attracting a younger audience to premium sharing with the subrange growing at a massive +46% YOY³.

Daytime snacking

"While sharing remains the largest segment in crisps, snacks and nuts (CSN), lunchtime and food-to-go also drive category growth," says McNair. "From meal deals to mid-afternoon energy boosts, daytime snacking is a core occasion."

The UK's No. 1 ridged crisp brand, McCoy's, is a mainstay of daytime snacking, growing ahead of the wider category⁴. With demand for spicier snacks growing, it introduced a new Hot 'n' Spicy Grab Bag. As official savoury



"We are unlocking significant growth opportunities across the category by tapping into key demand spaces with the right brands, formats and flavours that meet the evolving needs of today's consumers"

snacks partner of the NFL UK&I, McCoy's also launched two limited-edition 6-packs: Secret Burger Sauce and Blazin' Buffalo Chicken Wings.

Worth over £220m, Hula Hoops is up +10.6%⁵, with Big Hoops Grab Bags performing in food-to-go missions and multipacks growing +9.2%⁶, catering to at-home and packed lunch occasions.

Healthier snacking

Health is a key component of the CSN category, whether part of a meal or a permissible energy boost. Nuts play well in this space, delivering nutritional value while also catering to a variety of occasions, with KP Nuts, the UK's No. 1 nuts brand, worth £103.2m RSV⁷.

With a goal of 55% of sales coming from products that are non-HFSS or under 100 calories by 2030, McNair adds: "Our focus is on ensuring NPD not only excites consumers with great taste, but also supports healthier choices and long-term category growth."

Now the fastest-growing brand in the category year-to-date, Pom-Bear is up +15.4%⁸ and is innovating its range with two non-HFSS multipacks: Cheese and BBQ. Meanwhile, popchips is the No. 2 brand in healthier snacking⁹, reformulated to deliver a great-tasting, fully non-HFSS portfolio. To drive engagement by capitalising on key cultural moments, the brand named pop star Tom Grennan as official popchips ambassador, while also partnering with major UK music festivals.



Source

- ¹ Nielsen IQ, Total Coverage, Total Value, MAT 14.06.25
² Nielsen, Latest 52 wks w/e 06.09.25
³ Nielsen IQ, Total Coverage, Total Value, MAT 14.06.25
⁴ Internal company data
⁵ Nielsen IQ Sales Value Change w/e 09.08.2025
⁶ Nielsen IQ, Total Coverage, Total Value, MAT 14.06.25

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The UK's **fastest** growing CSN brand**

The UK's **No.1** pretzel brand*

The UK's **No.1** peanut*

The UK's **No.1** ridge cut crisp*

The UK's **No.1** hand cooked crisp*

creating happy snacking moments



KP Snacks

*Nielsen ERSV MAT 12.07.25. **Nielsen IQ Sales Value Change w/e 09.08.2025.

Delicious and nutritious snacks

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KEY BRANDS

KIND
KIND Protein

What truly sets Kind Snacks apart is an unwavering commitment to using whole ingredients and crafting snacks that are both delicious and nutritious, says general manager Peter Morris. “We put recommended foods – like nuts and wholegrains – front and centre as the first ingredients in our products, ensuring we meet the evolving needs of today’s consumers,” he says. “But our dedication goes beyond what’s inside the bar. We believe small acts of kindness can help build a kinder, healthier world, and this ethos guides everything we do: developing snacks free from artificial flavours, colours and preservatives; advancing responsible packaging and sourcing; and partnering with community groups that share our values.

“Our innovation pipeline constantly evolves to keep pace with consumer demand for nutrient-dense products that never compromise on taste,” he notes. “We offer an extensive HFSS-



“We put foods such as nuts and wholegrains front and centre in our products”

compliant range – including this year’s launches of White Chocolate Raspberry and Hazelnut Butter Milk Chocolate.”

Looking ahead, Kind is investing in initiatives that introduce even more shoppers to its snacks. “Once someone tries a Kind bar, they’re eager to come back for more,” says Morris. “Stay tuned as we have exciting new product launches planned for 2026.”

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The Mad Butcher

e: newby.groves@campofriofig.com

w: madbutcher.co.uk/

Giving new Bites to meat snacking

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Newby Groves
Managing Director

KEY BRANDS

The Mad Butcher

– Salami Sticks
– Salami Bites**
– Chorizo Bites**

*available in boxes of 12 or on clip-strips, RRP £1.50 per 40g pack

**the Bites are currently listed in Spar and Bobby's Foods and will be launching in Morrisons in October

After securing listings in Sainsbury's, Ocado and Spar for its 70g packs of Salami Sticks, gourmet meat snacking brand, The Mad Butcher, is continuing to elevate the UK's meat snacking market with the launch of its Salami Bites and Chorizo Bites.

"The delicious protein-rich, gluten-free snacks are made the traditional way using high-quality ingredients in the Spanish Pyrenees," explains Newby Groves, MD at The Mad Butcher. "Packed full of flavour, they come in 40g bags, making them the perfect size for on-the-go and lunchtime snacking."

The Mad Butcher is part of Sigma Alimentos, a global food business and the largest producer of charcuterie in Europe. Groves says: "Meat snacking is one of the UK's fastest-growing categories and needs a premium, authentic brand with exciting new products that attract new customers. Our mission is to be this brand and bring top-quality meat snacks to the



“Our mission is to bring top-quality meat snacks to the UK at an affordable price point”

UK market at an affordable price point. Following success with our Salami Sticks, we expect our new Bites range to prove hugely popular as they provide a much more exciting and satisfying alternative to a bag of crisps or nuts.

"Our exciting NPD pipeline for 2026 will continue to deliver traditionally produced and high-quality meat snacks to help grow the market."

NEW
**YOU'D BE
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- The meat snacking market is surging – up 63% in value, 2020-24*
- Sales in the category to exceed £454m by 2027
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*According to Nielsen data, September 2024

Powering up Asian snacks

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Head of Marketing
and Brand

KEY BRANDS

MAMA
Royal Umbrella
Tiparos
Buenas
Crying Thaiger

Asian snacking is a powerhouse growth category, and it's flourishing both within specialist stores, and wider grocery. The array of products and brands on offer is dizzying, and, even as an importer and with 38 years of experience, it's helpful to have tools to filter the opportunities and bring the right ones to market, says Clea Fletcher, snacking category manager at Manning Impex. "Happily, between the expertise of our team and the market insight from our AI trends platform, we have some game-changers to introduce this autumn, in addition to recent successful launches of Miaow Miaow crackers, Kauboi Korean chips and Cozzo jelly shots."

Chao Sua snacks are a familiar favourite among tourists visiting Thailand, she reveals. "Their unique selling point lies not only in their premium quality and flavour profiles, but also in the use of jasmine rice – rather than rice flour – as the base ingredient. These tasty rice crackers are enhanced with shrimp and/or tuna floss, a dried, fluffy, shredded seafood product commonly used in southeast Asian cuisines, typically sprinkled over rice, porridge, or buns. This addition imparts an authentic flavour profile, and selected varieties are also gluten-free."

"We are also introducing Mee Krob snacks to the UK market," adds Fletcher. "Inspired by the traditional Thai dish of crispy noodles coated in a sweet and sour sauce, these delicious bite-sized snacks are made entirely from noodles. They are suitable for vegans, are gluten-free, and are available in four exciting flavours. Two standout varieties include Sweet & Tangy Tamarind Sauce with Peanuts and Thai Chilli Lime, offering a modern twist on traditional Thai flavours."

Filling the demand for protein

For protein lovers, Manning Impex is proud to launch Pumpui Crispy Baby Clam snacks, conveniently packed in handy pouches from Thailand, she notes. "These baked baby clams contain no added colouring or preservatives and are naturally rich



“Between the expertise of our team and the market insight from our AI trends platform, we have some game-changers to introduce this autumn”

in protein. They are available in two flavours: Original and Garlic.

"In the sweet snacks category, we are thrilled to announce a forthcoming launch from Tamarind House – Thailand's best-selling tamarind brand. Soon to hit the shelves is a range of tasty, dried fruit snacks, including our projected hero product: Honey Lemon, presented in a playful 30g pouch."

These are just a few highlights from the company's exciting NPD programme. "A fun aspect of our work is attending the Thaifex Expo, where we have the opportunity to select exciting, on-trend brands from a wide and diverse range of innovative products for the UK market," says Fletcher.

Building on social media

"Manning Impex has also begun to expand its social media presence, thanks to a newly formed marketing team that combines in-house talent with agency-level digital expertise, reveals Fletcher.

"The great thing about this is the momentum that it builds – working across a range of brands with similar values, and a similar target audience means that we can build relationships with communities of influencers, as well as fine-tune our reach, and ensure our campaigns are ever more effective," she says. "Expect to see some great stuff around our new launches!"



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www.manningimpex.com

Innovation to support growth

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Danielle Kranenburg
Marketing Manager

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Mitsuba Streetfood
Snackmix Thai Green Curry
– Great Taste award winner 2024
Mitsuba Thai Chilli Crispies
– Great Taste award winner 2023

➡ The UK snacking category continues to show resilience and dynamism, now worth £5.4bn and still edging upwards at +1.4%¹ despite wider pressure on household budgets. Within this, ethnic and Asian-inspired snacks are outpacing the overall market. Sub-sectors including rice crackers, coated peanuts, nuts and chilli crispies grew +4.3%² in the past year, clearly signalling shoppers' appetite for variety and premium flavours.

For retailers, this shift represents more than incremental growth: it highlights the opportunity to re-balance ranges away from declining sectors such as potato crisps (-1.4% in spend³) and towards brands that tap into the consumer desire for authentic, exciting, yet accessible tastes, says Mitsuba. The conversion of consumers from crisps to nuts is high⁴.

Consumer drivers

Market research shows 78% of UK shoppers now purchase Asian-inspired bagged snacks⁵, reveals Mitsuba. "In particular, younger and more affluent demographics are drawn to bold, shareable formats that align with modern dining and snacking trends," it says. "Mitsuba is strongly positioned here: its premium ingredients, authentic Asian flavours, and distinctive packaging resonate with consumers seeking both quality and novelty."

Shoppers' motivations further reinforce this opportunity, it notes. Nearly half (49%) of consumers say they want to try different brands, while value for money (36%) and taste (27%) remain key decision factors⁶. "Mitsuba is successfully meeting these expectations, already achieving above-average rates of sale in UK multiples such as Morrisons and WH Smith, as well as online through Ocado."

Korean & Katsu Curry Crispies

Looking ahead to Q1 2026, Mitsuba will launch two new variants – Korean Crispies and Katsu Curry Crispies. "Both flavours reflect emerging trends towards spicier, multi-textured snacks, while remaining accessible enough for broad consumer appeal," explains



“Research shows 78% of UK shoppers now purchase Asian-inspired bagged snacks⁵. Mitsuba is strongly positioned here: its premium ingredients, authentic Asian flavours and distinctive packaging resonate with consumers seeking both quality and novelty”

Mitsuba. "These innovations are designed to build on the success of existing Thai Chilli Crispies – the 12th biggest product in the category⁷ – and to help retailers further premiumise their snack aisle with on-trend Asian options. Beyond flavour, these launches align with Asian snacks being increasingly part of at-home entertainment, gaming and socialising – occasions that retailers can leverage to drive incremental basket spend."

Award-winning taste

Mitsuba's commitment to quality has again been recognised at the highest level, it adds. "In 2025, the brand secured a Great Taste Award for the third year running, this time with a prestigious two-star rating. This independent endorsement underscores Mitsuba's flavour credentials and its consistency in delivering products that delight consumers and expert judges."

The opportunity for retailers

"With premium sharing formats outperforming the wider crisps and snacks category (+7.6% in volume vs +0.8% overall⁸), retailers who lean into brands like Mitsuba can capture growth and consumer loyalty," it adds. "As the sector heads into 2026, the message is clear: shoppers are trading up for bold, authentic flavours – and Mitsuba is helping retailers deliver exactly that."

Source

¹⁻³ NIQ, July 25

⁴ NIQ, 14.06.25

⁵⁻⁶ TRKR survey of 1,000 UK bagged snack shoppers, March 2024

⁷ NIQ, 14.06.25

⁸ See 5-6

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Mitsuba has done it again, but this time with a two Stars Great Taste Award for it's newest Korean crispies. Tapping into the trend of the upcoming Korean kitchen with it's delicious taste. Available from Jan 2026, along with Katsu Curry crispies.

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Meeting consumers' needs

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

 Snacking Made Right is Mondelez International's approach to delivering the right snack, for the right moment, made in the right way.

"Central to this is gaining a deep understanding of our consumers and their needs so we can deliver the right snacks," explains Susan Nash, trade communications manager at Mondelez International, who outlines how it meets the evolving needs of shoppers.

Grab some wholegrains

The belVita range encourages shoppers to 'Grab yourself some wholegrains' as its recipe includes five different wholegrains and a natural source of fibre.

"The entire range boasts moreish flavour combinations and textures," notes Nash. In 2024, bestsellers belVita Soft Bake Choc Chip and belVita Choco Hazelnut were reformulated to meet non-HFSS criteria, and the whole Soft Bakes range is now non-HFSS. The company also recently launched a limited-edition belVita Duo Crunch Choco Hazelnut, combining chocolate and the blend of five wholegrains.

Treats

Mondelez International's treat offering ranges from the everyday pick-me-up to moments of indulgence. "As part of our partnership with Lotus Biscoff and following the success of Cadbury Dairy Milk Biscoff Advent Calendar to our range," we added a 350g sharing bar as well as a brand-new Cadbury Dairy Milk Biscoff Advent Calendar to our range," explains Nash.

Alongside this, Cadbury relaunched the Cadbury Bournville brand, with a full packaging redesign and its first major marketing campaign in almost 50 years, as well as adding two new



“Central to our approach is gaining a deep understanding of our consumers and their needs, so that we can deliver the right snacks, for the right moment, made in the right way”

SKUs – Bournville Chopped Hazelnut and Bournville Salted Caramel – to drive excitement in dark chocolate.

Beyond this, a limited-edition Blue Raspberry flavour also joined the Sour Patch Kids line-up.

Sustainability

From this year, Cadbury's purple sharing bars will begin to be wrapped in 80% certified recycled plastic, covering ~300m bars per year across the UK & Ireland, and using 600 tonnes of post-consumer recycled plastic¹.

Occasions

For special occasions, Cadbury's products are ideal for sharing or gifting. "Cadbury Roses and Cadbury Heroes now feature stunning new designs," says Nash.

At Christmas, Cadbury's extensive treats and gifts include 2024's No.1 gifting novelty SKU Cadbury Dairy Milk Coins, and the market-leading² Cadbury Medium Selection Box.

Source

¹ ~300 million Cadbury sharing bars per year: Based on forecasted 2026 sales volumes, excluding non-certified wrappers and considering the use of mass balance material, Sept 2024. 600 tonnes of post-consumer plastic each year: This figure is the forecasted volume for the first full year on the market (2026), Sep. 2024
² Nielsen, Total Coverage, 23 w/e 28.12.24

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Outperforming savoury biscuits

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Commercial Director

KEY BRANDS

Oatcakes
Biscuits
Gluten Free range

➔ Nairn's is now a +£50m sales business and has seen another strong year of growth, reveals marketing director Kevin Butterworth.

"We continue to outperform the savoury biscuits category with value up +10% and volume +6.8%¹," he says. "This has been driven by a mix of growth across our core oatcake lines and innovation continuing to bring in new users to the brand."

Firmly on-trend

"Nairn's remains firmly on-trend as we continue to see a shift from consumers wanting to put 'less bad' stuff in – fewer calories, less salt, less sugar etc – to consumers wanting to eat snacks that are better for them," he says. "Nairn's has always focused on delicious oat-based snacks that don't compromise on natural goodness, so we are well placed to drive this trend."

Nairn's has a wide range of sweet and savoury biscuits well suited to



“Nairn's delicious oat-based snacks don't compromise on natural goodness”

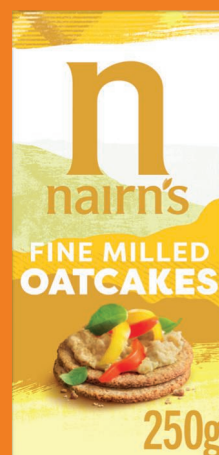
meet growing consumer needs and occasions, adds Butterworth. These include its Marmite & Cheese Oatcakes, Fruit & Seed Oatcakes and Divine Dark Chocolate Chip Oat Biscuits.

"With all of our products offered in portion packs, consumers see this as a real positive in terms of keeping product fresh or eating on-the-go," he notes.

Source

¹ Nielsen 52 w/e 08.08.25

TASTY GOODNESS
IN EVERY BITE



Outperforming the savoury biscuit category
with +10% value growth and 6.8% volume growth*

*Nielsen 52 week data to 9th August 2025

n
nairn's

Whahoo! has arrived to save snacktime

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Managing Director

KEY BRANDS

Whahoo!

– Chocolate Filled Crêpes*
– Chocolate & Banana Filled Crêpes**

– Mini Chocolate Chip Filled Brioche Buns*

*received a Loved By Parents Best Child's Snack Platinum award

**received a Loved By Parents Best Buy Platinum Award

*received a Mumsnet Rated Award

Whahoo!'s snack range is available in Asda, Co-op, Ocado, Morrisons and Tesco

Source

*Kantar Worldpanel, Volume, 52 w/e 10.08.25 vs LY

With busy parents increasingly time-poor, finding interesting snack options for their children is becoming more difficult. Parents need brands they can trust, which provide easy on-the-go, convenient and portable snacking solutions.

Whahoo! offers delicious, convenient snacking options for little ones that make post-activity snack time a breeze! Whether it's after school, playing sports, or a family outing, Whahoo!'s treats are made to ensure parents can trust them, and kids want to eat them.

Whahoo! now has three delicious snacking options: the classic Chocolate Filled Crêpes; the newly added Chocolate & Banana Filled Crêpes; and the soft and sweet Mini Chocolate Chip Brioche Buns. The company takes care to ensure these include no artificial colours, flavours or preservatives.

Jean-Pascal Allemand, MD, says: "Whahoo! is going from strength to strength seeing a 111% year-on-year



“Time-poor parents need convenient snacks that deliver on taste, which Whahoo! offers”

brand growth¹. This year our new SKUs – the Chocolate & Banana Filled Crêpes and Mini Chocolate Chip Brioche Buns – have created excitement in the market and among our consumers. Parents need convenient snacks that deliver on taste, which Whahoo! certainly provides.

“Whahoo! is here to make snack time exciting again and has even more fun planned for 2026.”



We're the go-to choice for parents who want a simple, tasty post-activity treat their kids actually love. Soft, chocolatey, and made for little hands, our snacks are always ready to swoop in when parents need a hero.

And with special seasonal packs, like our spooktacular Halloween edition, we keep snack time exciting all year round!



111% year-on-year brand growth¹






WANT TO JOIN THE ADVENTURE?
Contact sales@norac-foods.co.uk

*Source: Kantar Worldpanel, 52 w/e 10th August 2025 vs LY

Presented by



Crunch time for snacks

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PopWorks
Quavers
Snack-A-Jacks
Sunbites
Squares
Walkers
Walkers MAX
Walkers Sensations
Walkers Baked
Wotsits

➔ In today's competitive snacking market, consumers seek brands that taste great and resonate on a deeper level. The brands that thrive connect with shoppers in fresh, authentic ways while delivering variety and uncompromising taste. "This has been central to PepsiCo's strategy over the past year, bringing new innovations and experiences that truly engage shoppers," says chief marketing officer Fernando Kahane.

Walkers has led with some of its biggest-ever campaigns, he reveals. During a triumphant summer for the Lionesses, Walkers teamed up with Lauren James and Leah Williamson (pictured right) for the latest iteration of its 'No Walkers, No Game' campaign, reinforcing its status as the snack of choice for football fans. Walkers also partnered with two FMCG giants to launch iconic flavours – Heinz Tomato Ketchup and Lea & Perrins Worcester Sauce – which launched with a one-store drop in Worcester, seeing fans travelling across the country to get their hands on a pack.

Doritos maintained momentum following the introduction of a bolder, crunchier recipe in 2024, making the range non-HFSS, boosting sales by 19%¹ and earning it the Food Brand of the Year Award at The Grocer Golds. "The brand has successfully captured fans' imagination this year through high impact partnerships with mega Netflix franchises Squid Games and Stranger Things," says Kahane. "The Flamin' Hot or Not? Roulette-style challenge tapped into the explosive demand for spicy snacks."

Innovative flavours and formats

The appetite for new flavours and experimentation is greater than ever, and PepsiCo is leading the charge, he notes. "In 2025, the iconic Cheetos brand was relaunched in the UK, with three new flavours: Sweet & Spicy, Fiery Jalapeño and Cheese and Original Cheese. The brand has engaged its Gen Z audience through social-led activations and eye-catching experientials, such as partnering with street artist and TikTok influencer, Navinder Nangla.



“The brands that thrive connect with shoppers in fresh, authentic ways, while delivering variety with no compromise on taste”



Spicy flavours are one of the hottest trends in snacks. Doritos Flamin' Hot has generated £18m in sales since launching in March 2024², and the range had the highest penetration of any spicy NPD in the last three years³.

Walkers has successfully embraced global taste trends, launching Sticky Teriyaki and Masala Chicken to reflect the nation's growing appetite for international cuisines, with the Tikka Masala flavour continuing to grow in popularity⁴ and interest in Japanese flavours rising by 60% in the salty snacks segment⁵.

"It's not just new flavours – new formats excite shoppers too, adds Kahane. "To tackle the consumer perception that nuts can be bland and functional⁶, in July PepsiCo unveiled its That's Nuts range, bursting with the bold flavours of well-loved crisp brands including Walkers Salt & Vinegar and Smoky Bacon, Doritos Chilli Heatwave, and Flamin' Hot, Wotsits Really Cheesy and Walkers Max Paprika.

"It has been a flavour-packed year and while new launches excite shoppers, classic Walkers flavours like Ready Salted, Cheese & Onion, and Salt & Vinegar continue to drive strong sales, proving great taste always comes first. Ultimately, brands that blend authentic engagement with a pipeline of trend-led launches will drive growth."

Source

¹ NielsenIQ RMS data for Total Savoury Snacks (client defined), Doritos Core Sharing RSV, Great Britain, Total Coverage retail market, for w/c 02.11.24 to w/e 28.12.24 vs w/c 04.11.23 to w/e 30.12.23

² NielsenIQ, RMS data for Total Savoury Snacks (client defined), Doritos Flamin' Hot RSV, Great Britain, Total coverage retail market, for w/c 02.03.24 to w/e 29.12.24

³ Kantar Worldpanel Purchase Data 52 w/e 29.12.24

⁴ Tikka Masala #1, Google Trends, Latest 12 months Feb 2025 vs previous 12 months

⁵ Nielsen Discover, RSV of Teriyaki Flavour, Total Coverage 52 w/e 18.01.25 vs YA

⁶ BOLT: Consumer data Oct 2023-Sept 2024



Stock Up WITH THEIR **FLAVOURITES**

Ingredient visuals on the crisps are for illustrative purposes only, to visualise flavour.



NO.1 MEAT SNACKS BRAND

Nielsen MAT August 2025

Peperami



Protein snacks that earn space

DETAILS

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w: peperami.tv
w: jacklinks.eu

KEY CONTACTS

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KEY BRANDS

Peperami

- 5-pack multipack & singles: Original, Hot, Firestick and Chorizo
- Original Big 10 Pack
- Chicken Tikka Skewers
- Chicken Bites, Roasted & Tikka
- Original Lunchbox Minis,
- BBQ Lunchbox Minis
- Snack Boxes (Salami & Cheese)
- Pizza Buns

“Protein snacking has moved from trend to mainstream,” says David Harriman, LSI country director UK. “Peperami is up 80%+ in five years, now reaching one in five UK households as the UK’s No.1 protein meat snack¹. Our focus is simple: iconic brand support, distinctive NPD to attract more shoppers and excellent execution to grow the category.”

Peperami Chicken Bites deliver bold flavour at 95kcal per 45g, with £1 PMP available for convenience and non-PMP for grocery. New Chicken Tikka Skewers target the huge in-home snacking occasion, bringing Peperami’s taste credentials into protein formats. Core salami sticks – in four flavours – remain the staples of the range, while 5-packs are the category’s best-seller. Lunchbox Minis and Snack Boxes (Salami & Cheese) cover on-the-go needs.

“Our distinctive green branding and the iconic Animal remind shoppers to stop at the chiller,” says Harriman. “We pair bold taste, protein and portable formats with consistent investment to recruit new users and drive repeat purchase.” To amplify this, Peperami continues to invest in a multi-million pound TV, digital and in-store campaign, fronted by Animal, to build awareness and drive conversion.

Looking ahead, Harriman adds: “Expect more exciting innovation and marketing support from Peperami as we work to ensure chilled meat snacks remain one of the fastest-growing categories in your store.”

Source

¹ Nielsen, August 2025

Smell the No.1 coffee candy

DETAILS

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KEY CONTACTS

Afzal Haniffa
Trade Marketing Manager

KEY BRANDS

Kopiko Coffee Candy
– already available in WH Smith outlets in UK and European airports, as well as leading cash & carry outlets, including Dhamecha, United Wholesale Scotland, United Wholesale Grocers, and other convenience stores

Source

¹ Euromonitor Intl, Retail Channel Data

☛ Coffee culture is booming, and so too is the demand for premium, globally inspired confectionery. Kopiko has effectively combined these two fast-moving categories to create ‘coffee candy’, becoming the world’s No.1 coffee hard candy¹ and a global success story. Part of the FMCG powerhouse Mayora Group, Kopiko has built a loyal following in over 80 countries with coffee candy’s convenient, portable format. Now, the brand is set to scale fast in the UK delivering top-line sales and attractive margins for retailers.

Kopiko Coffee Candy is produced from real coffee extract to bring an authentic ‘coffee moment’ for anyone adrift from their kettle or the nearest café. With distinctive dark-brown and cream-gold packaging that stands out in confectionery aisles, each piece delivers the rich, satisfying taste of a freshly brewed cup. Just four to five pieces of the Original Coffee version is the equivalent to drinking an espresso,



“Kopiko has built a loyal following in over 80 countries with its convenient coffee candy”

complete with real caffeine. Boasting a strong global sales heritage and instant brand recognition, Kopiko Coffee Candy represents a powerful opportunity to stock up on an exciting new product that is poised for rapid growth in the UK. With prime shelf space already allocated to the brand (see side panel), Kopiko is bound to attract new shoppers and generate repeat purchase potential.

KOPIKO®

WORLD'S
No.1
COFFEE HARD CANDY*

Perk up your confectionery sales.

To stock Kopiko coffee candy, contact UNISNACKS at info@unisnacks.co.uk.



*Euromonitor Intl Ltd, all retail channels, Kopiko brand in retail sales terms, coffee flavoured boiled sweets/hard candy, “real coffee” defined as using real coffee extract, 2022 data. Research conducted in 12/2022 - 02/2023.

UNISNACKS

Asian treats with universal appeal

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KEY BRANDS

Chocorooms

Hello Panda

– For over 15 years, Hello Panda has built a loyal following in the multiples: Tesco, Sainsbury's, Morrisons, Aldi and Lidl; in discounters – Poundland, Iceland and Home Bargains; in leading cash & carry depots – Costco, Dhamecha, United Wholesale Scotland and United Wholesale Grocers; and Ocado

Source

¹ Internal sales figures to year end 31.03.25

With British appetites for more unique snacks on the rise, Meiji – an exciting ‘differentiator’ of Asian products – is offering increasingly irresistible treats for the young at heart. The bright packaging, playful Japanese-style characters and unique textures turn snacking into a playful experience.

Meiji offers two hugely popular Japanese brands: Hello Panda and Chocorooms. With eye-catching packaging aimed at disrupting the kids' biscuit sector, Hello Panda offers bite-size, baked biscuits with crisp panda printed shells and a smooth crème filling in chocolate, milk, caramel and strawberry flavours, while Chocorooms offer small, mushroom-shaped biscuits with a crisp cookie stem topped with a smooth cap in either a classic chocolate or an appealing strawberry flavoured confectionery coating.

These twin Japanese favourites are ideal for lunchboxes, after-school treats and movie nights, with Chocorooms



“With Hello Panda and Chocorooms, Meiji aims to help retailers unlock even more sales”

proving to be particularly popular for home baking and cake decoration.

As one of Asia's confectionery leaders, The Meiji Group's turnover has reached \$7.57bn (£5.5bn), 80% of which was from its flagship snacks¹. Hello Panda has built a loyal following (see side panel) and, with Chocorooms complementing the exciting range, Meiji is ready to help UK retailers unlock even more sales.

meiji

HELLO,

SALES OPPORTUNITY

To stock Hello Panda and Chocorooms, contact UNISNACKS at info@unisnacks.co.uk.



UNISNACKS

Rice crackers with authentic flavours

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KEY BRANDS

Younger Farm Mini Rice Crackers
– already available in Lidl, WH Smith retail outlets in the UK, and cash & carry depots, including United Wholesale Scotland and United Wholesale Grocers; and on Amazon

Source

^{1,2} Mintel – UK Crisps, Savoury Snacks and Nuts Market Report 2025

For decades, British savoury snacks have been dominated by decidedly British potato crisps and nuts. But now, there is a growing consumer demand for more adventurous alternatives.

Younger Farm Mini Rice Crackers from Unisnacks tap into current UK snacking trends by offering an appealing range of bold and globally inspired flavours. These bite-sized, crunchy yet porous crackers are made from 100% Thai sticky rice which carries more seasoning for a bigger flavour hit than standard potato crisps. Baked, then lightly fried for a clean, snappy crunch, these gluten-free mini super-tasty snacks fit with today's health-conscious yet culturally curious consumer.

The UK snacking market is dynamic, with 59% of buyers prioritising new exotic twists on familiar favourites¹. In fact, 52% of consumers enjoy a variety of world cuisine flavours², and Younger Farm delivers this, alongside



“These bite-sized crunchy crackers are made from 100% Thai sticky rice”

classic versions such as Double Cheese and Sour Cream & Onion, as well as new taste winners Devil Spicy, Truffle Mushroom, Wagyu Steak and tantalising Wasabi Seaweed.

Having established its presence in a number of UK outlets (see side panel), Unisnacks now plans to drive distribution of this bold new range across supermarket chains.



BOLD FLAVOURS. TASTY PROFITS.

TO STOCK YOUNGER FARM MINI RICE CRACKERS, CONTACT UNISNACKS AT [INFO@UNISNACKS.CO.UK](mailto:info@unisnacks.co.uk).

MINI RICE CRACKER



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Rollover

Rollover reveals recipe for innovation and

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Head of Marketing
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KEY PRODUCTS

Classic Hotdog; Chilli Cheese Hotdog; Halal Chicken Hotdog; Veggie Vegan Hotdog; Chicken Tender Baguette; All Day Breakfast Sausage Baguette; Bacon & Sausage Baguette; Sausage & Cheese Muffin; Sausage, Egg & Cheese Muffin; Southern Fried Chicken Burger; Bacon Cheeseburger; Cheeseburger; Boneless Chicken Wings; Jalapeño Cheese Poppers; Chicken Nuggets

➡ Rollover's snacking range is designed to satisfy quick cravings with bold flavours and unbeatable convenience. Think Boneless Chicken Wings with Texas BBQ dip, Chicken Nuggets, and Jalapeño Cheese Poppers – all perfect for on-the-go snacking.

Rollover continues to lead the hot food-to-go category with a bold expansion of its product range, tailored to meet the evolving needs of today's busy, on-the-go consumers. With the category forecast to reach £24bn by the end of 2025¹, tapping into the food-to-go mission is more important than ever for retailers looking to drive footfall, boost sales, and future-proof their business.

“Our latest innovation includes five new products designed to cater to multiple mealtime occasions, while aligning with key consumer trends such as high-protein snacking and breakfast convenience – unlocking new growth opportunities,” says general manager Tony Owen.



Rollover®

You Will

Love

*Our New Boneless Wings**

Use The QR Code To Discover Our Snacking Range...

**Made with succulent chicken breast.*



convenience in hot snacking on-the-go



The new additions include the Bacon & Sausage Baguette, Sausage, Egg & Cheese Muffin, Bacon Cheeseburger, Chicken Tender Baguette, and Boneless Chicken Wings. “These craveable options are crafted to deliver on taste and convenience, offering shoppers delicious, satisfying meals that are easy to enjoy wherever they are,” he explains.

“Rollover’s NPD is underpinned by a deep understanding of consumer behaviour. Snacking options like our new Boneless Chicken Wings respond to a high-protein category that has seen 50% growth over the past four years².”

The point of difference

“What truly sets Rollover apart in a competitive market is its unique blend of taste-first innovation, operational simplicity, and retailer-friendly solutions,” adds Owen. “Each product is pre-cooked, only requiring reheating, which makes them ideal for quick-



Source

¹ Lumina Intelligence, February 2025

² Kantar Category Gold, % value growth, 52wk data from 29.11.20 to 07.07.24

service environments. The use of ambient sausages and sauces with a long shelf life, combined with a 24/7 online ordering platform and next-day delivery, ensures stocking and serving Rollover is as easy as it is efficient.”

The brand’s strong equity is built on trust and quality, with products that deliver on flavour and satisfaction.

Looking ahead over 2025 and into 2026, Rollover is investing in a comprehensive support plan to drive growth across retail and foodservice, including equipment designed to suit outlets of all sizes – from compact solutions to eye-catching grab & go warmers that signpost the hot food-to-go offer and attract new shoppers.

Owen concludes: “With a clear focus on innovation, convenience, and customer satisfaction, Rollover is well-positioned to continue leading the hot food-to-go category – delivering value for both consumers and retailers alike.”



Jalapeño Poppers & Chicken Nuggets are also part of our Tasty Snacking Range!

Tayto has snacking sorted

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KEY CONTACTS

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Marketing Director

KEY BRANDS

Mr. Porky
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 portfolio of much-loved brands, including Golden Wonder, Tayto, Real Hand Cooked Crisps and Marmite Snacks, as well as being Britain's leading supplier of pork snacks. This unique range offers retailers a snacking 'one-stop-shop'.

Profit from pork

The ultimate pub snack, pork scratchings are now also the ultimate night-in treat, and their taste and texture have helped pork snacks remain the fastest-growing segment in savoury snacks¹. Tayto has a 63% share with the two best-selling brands in Mr. Porky and Midland Snacks² – making the company the pork snacking experts, well placed to advise retailers.

"Scratchings consumers are incredibly loyal and, due to their unique taste, won't switch to another snack – so retailers not stocking pork snacks are missing out," says Tayto Group marketing director Matt Smith "Consumption peaks at the weekend with the majority bought on impulse and eaten that day. So displaying scratchings prominently – ideally with BWS or other snacks – will drive incremental sales. Also, stocking more contemporary pork snacks such Mr. Porky Crispy Strips, Real Pork Crunch and Mr. Porky Puffs will attract more shoppers looking for a lighter bite with a crispier 'eat' and a protein hit. The recent launch of Mr. Porky Mustard Crispy Strips has also spiced up sales."

Golden Wonder-ful

With over 75 years of making crisps, British favourite Golden Wonder is now a £39m brand³. "Its recent refresh highlights its strong flavours and



“Pork scratchings are now also the ultimate night-in treat, and their taste and texture have helped pork snacks remain the fastest-growing segment in savoury snacks”

promise of 'More Punch Per Crunch',” says Smith. “Flavour innovation comes in the form of Salt & Chilli Chicken, inspired by Chinese takeaway, which joins 14 other flavours in the range, including Chip Shop Curry, Beef & Onion and Spring Onion.”

In the tough convenience sector price-marked packs (PMPs) account for 81% of sales⁴, and Golden Wonder sharing PMPs are outperforming the market, up +6.6% vs a market decline of -3.3%⁵, adds Smith. “Many shoppers are still struggling, so we're sticking with the all-important £1 price-point, ensuring we continue to deliver great-tasting, great-value snacks,” he says.

Marvellous Marmite

Tayto's partnership with Marmite is also driving significant growth, with Marmite Snacks worth £9.6m (+219% YoY)⁶ and Marmite Crisps the third best-selling six-pack in major multiples⁷.

“Expanding the range to include Cheese & Marmite Puffs, as well as Ridges, has opened up Marmite to new consumers,” says Smith. “And we have further NPD in the pipeline for 2026.”



Source

- 1 Circana (UK), All Outlets, GB, Pork Snacks, Value Sales & Value Sales % Change vs YA, 52 w/e 09.08.25
- 2 Circana (UK), All Outlets, GB, Pork Snacks, Value Sales, 52 w/e 09.08.25
- 3 Circana (UK), All Outlets, GB, Golden Wonder Crisps & Snacks, Value Sales, 52 w/e 09.08.25
- 4 Circana (UK), Symbols & Independents, GB, PMP Snacks, Value Sales, 52 w/e 09.08.25
- 5 Circana (UK), Symbols & Independents, GB, Sharing PMP Snacks 99p – £1.50, Unit Sales & Unit Sales % Change vs YA, 12 w/e 09.08.25
- 6 Circana (UK), All Outlets, GB, Marmite, Value Sales & Value Sales % Change vs YA, 52 w/e 09.08.25
- 7 Circana (UK), Major Mults, GB, 6pk Flat Crisps in > 100 stores, CROS, 52 w/e 09.08.25

Golden Wonder

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PER **CRUNCH**



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