

Preview brochure



# HEALTHY SNACKING REPORT

2018



# HEALTHY SNACKING REPORT 2018



Shoppers are more aware than ever about health. Government, media and online campaigns bring health to the front of shoppers minds and retailers and suppliers need to act fast to mitigate the risks and maximise the opportunities.

## 70+ PAGES OF INSIGHT ON THE HEALTHY SNACKING CATEGORY

With the health agenda rising and becoming more and more significant, the **Healthy Snacking Report 2018** provides you with the insights to develop a strategy to tackle any challenges and maximise the opportunities available.

This robust research and analysis empowers business influencers to optimise strategy and make business critical decisions.

Access to this insight gives readers a competitive advantage and the best opportunity for growth in a challenging and highly significant category.

## INCLUDED IN THE REPORT:

- **Hot topics in healthy snacking** - Understanding the environment, trends and interests
- **Who is the healthy snacking shopper** – Categories purchased? Visit frequency? Basket size? Basket spend? Shopper missions? Drivers to store?
- **What is healthy** – Understanding what shoppers consider to be healthy & where they buy healthy snacks
- **Category Insight** – Insight into healthy snacking categories
- **Competitive landscape** - Which brands are hitting the mark?
- **In store strategy** - Understanding what shoppers want in store

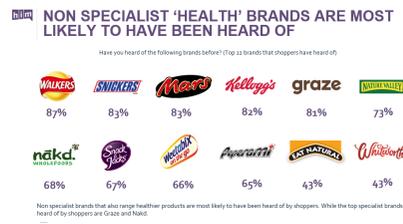
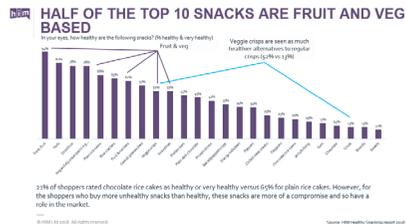
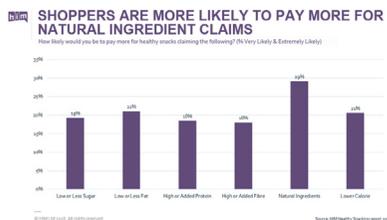
## HOW TO USE THE REPORT:

- Get a deeper understanding of the healthy snacking category and develop a strategy for growth
- Empower decision making on product and service development
- Bring clarity to business development, sales and marketing strategy
- Make informed choices using robust insight to grow your share within a category that continues to rise in importance

# Invaluable insight to help you gain share in the highly significant healthy snacking category

Featuring detailed insights into the competitive landscape of the healthy snacking category and comprehensive analysis of shopper trends that are impacting growth. The HIM Healthy Snacking Report 2018 report helps UK retailers and suppliers identify opportunities in the market and stay ahead in the face of evolving consumer demands and legislative pressures.

## EXTRACTS FROM THE REPORT:



## METHODOLOGY:

- Over 1,500 online interviews with shoppers across England, Scotland, Wales & Northern Ireland.
- Data collected 10th September – 17th September 2018.
- The research analyses 27 different retailers and 35 different brands.
- Healthy Snacking shopper is defined as anyone who buys healthy snacks at least once a week.
- Average shopper – Total study (Category insight- All shoppers who have purchased a healthy snack at least once in the past 3 months).



**FORMAT**  
Electronic PDF

**ACCESS**  
Corporate access

**PUBLICATION DATE**  
October 2018

**PRICING**  
£5,000



## ABOUT HIM

HIM provides market leading shopper insights within the retail sector. We interview over 50,000 shoppers a year to get a true understanding of shopper trends across supermarkets, discounters, forecourts, convenience and wholesale.

Our insights arm you with the information to build a robust strategy for growth across a range of channels. With the ability to provide an industry overview that is tailored to your business needs and objectives, we are able to support you overcome challenges and maximise opportunities.



For further information about this report  
please contact:

**Harpreet Kalsi**

Client Development Manager

harpreet.kalsi@him.uk.com

07860 695151

**Kate Dunkley**

New Business Manager

kate.dunkley@him.uk.com

07469 150605



@thoughtsfromhim



HIM



HIM

<https://facebook.com/himshopper>