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Photo by Ingo Joseph from Pexels

## Savory Snacks in Germany

### PROSPECTS

#### Positive development expected in savory snacks

**S**alty snacks continues to be the major category in savory snacks, and was also helped in recent times by the hot summer in 2018, which turned consumers away from sweet snacks, and the FIFA World Cup. Wide varieties of products and continuous new launches are also further driving the overall consumption. High rates of innovation and changing consumer preferences towards healthy alternatives are expected to be reflected in even more dynamic new product launch activity. The increasing popularity of the snacking trend, having several small meals instead of one big meal, eating on the go and busy lifestyles are expected to help maintain growth in overall category sales over the forecast period.

#### Strong performance expected for vegetable, pulse, and bread chips

Consumer interest in healthy snacking options is expected to continue increasing. More products to satisfy the growing demand for healthier alternatives to potato chips are expected to be launched. Therefore, different vegetable combinations using so-called superfoods will be seen, for example Sweet Potato Chips with Rosemary from Bio Zentrale. Products like this that

fall within vegetable, pulse, and bread chips are expected to maintain high growth rates. The other focus is targeting sugar and fat content, replacing them with healthier alternatives such as honey or sea salt, as well as baking rather than frying the products. Developments in the area of improving nutritional values – or perceived nutritional qualities – will continue to reshape savory snacks.

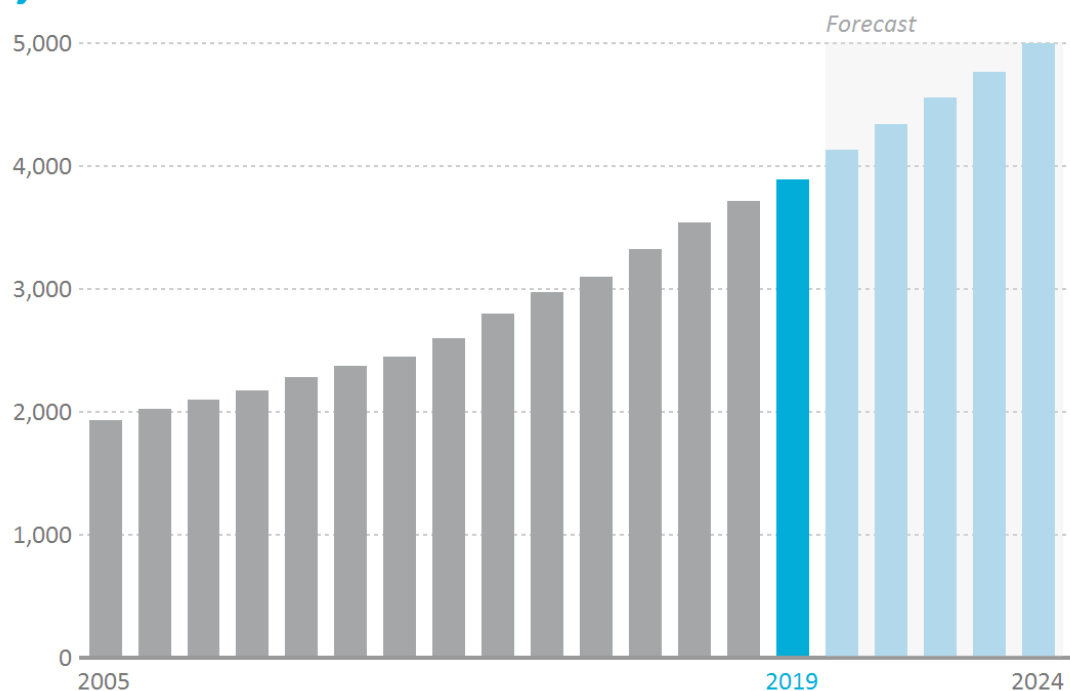
#### Savory snacks value sales driven by premiumization

Savory snacks overall is expected to be driven by premium products. The movement towards more natural tastes and reducing artificial flavorings and colors will continue to develop further. For example, using curry or wasabi instead of typical flavorings such as bacon, cheese, etc. remains in favor, although other flavors like caramel and nougat in popcorn are expected to enjoy greater consumer interest and other similar products are expected to appear. In addition, as more exotic combinations, especially in nuts, seeds, and trail mixes, are expected to be launched, unit price is likely to increase, driving growth in value terms. Savory snacks is also expected to see further dynamic development in other directions, for example in typical Asian snacks like rice snacks or variations in flavoring, for example ginger or curry and using honey instead of sugar.

### Sales of Savory Snacks in Germany

Retail Value RSP - EUR million - Current - 2005-2024

# 3,877



### COMPETITIVE LANDSCAPE

#### Intersnack continues to be the leading branded player

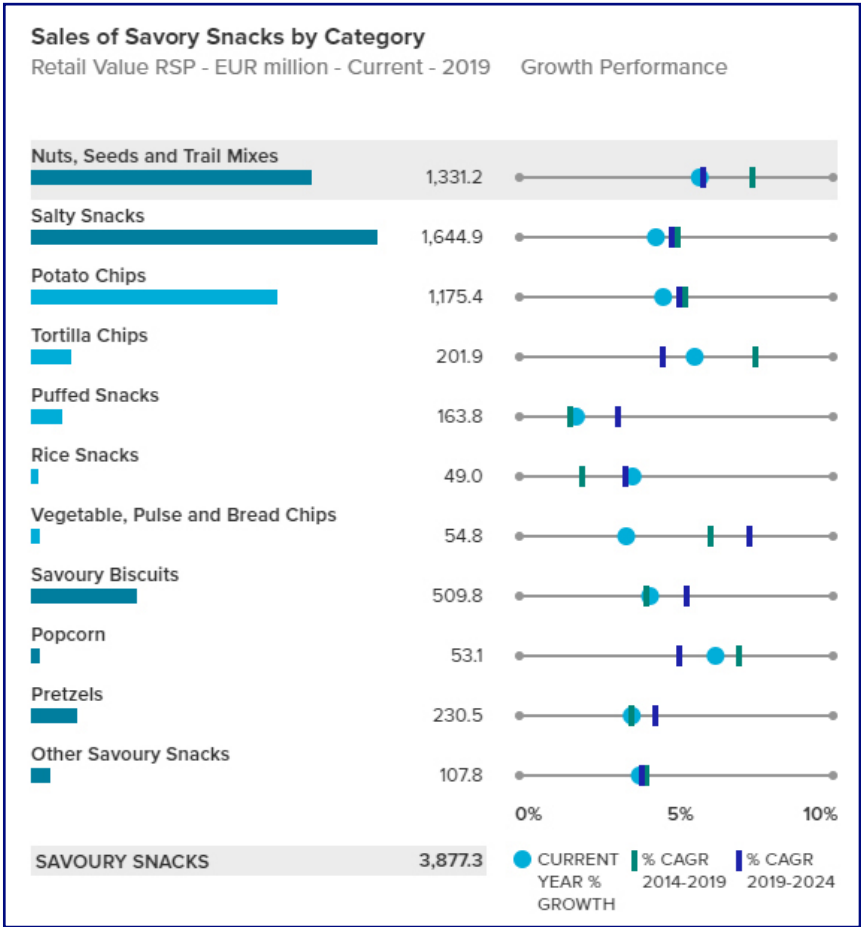
Having a significant range of products available in savory snacks, Intersnack’s products are very well recognized and very popular among German consumers. The company continues to lead savory snacks, albeit having lost some sales share in 2019. The main reason is not enough innovation in providing healthier snacking options. However, there have been a few examples of it moving in this direction, such as increasing the range of more natural flavors like rosemary and sea salt and providing more baked options, which are considered as better for the health due to the use of less fat in the production process, such as Funny Frisch Kessel Chips. Due to the rising consumer interest in trying different snack options, the company is expected to continue facing strong competition from other players.

#### Competition is expected from other snack options

Consumers continue to show an interest in newer, not-so-traditional snack options. Even though traditional potato chips are expected to continue to account for the bulk of sales in savory snacks, sales of other varieties, such as coconut or banana chips, are expected to increase. Niche companies that provide such products are expected to strengthen their position and launch new and more exotic flavor combinations, for example nougat and sea salt or rice snacks covered in ginger powder. Strong competition is expected as other small companies are projected to enter savoury snacks through authentic products with a natural image.

#### Private label enjoys a stable position in savory snacks

Private label continues to hold a stable position in savory snacks, accounting for around a third of retail value sales, with no considerable fluctuations expected. New product launches continue to provide analogous products



to the premium, branded products, but at lower prices, so that consumers are therefore very willing to buy private label products. Being able to follow the new product developments and innovation offered by the large players helps private label maintain its strong and stable position. Private label lines typically enjoy very positive acceptance among consumers, especially in nuts, seeds, and trail mixes. ■

Check out our previous issue:  
Chocolate Confectionery in Russia