



Euromonitor
International

Savoury Snacks in Australia

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Fall in demand for potato chips amid high inflation and health-minded consumerism
Nuts, seeds and trail mixes benefits from consumers looking for organic options
Protein becoming one of the top claims for savoury snacks as brands look to offer health-positioned snacks

PROSPECTS AND OPPORTUNITIES

Savoury snacks set to steadily grow as demand for snacking remains strong
Sustainability and CSR goals will drive product development but players should beware of greenwashing or making exaggerated claims
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Snacks in Australia - Industry Overview

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SOURCES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-australia/report.