



SNACK FOODS IN THE U.S.





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Snack foods in the U.S.



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Consumer behavior

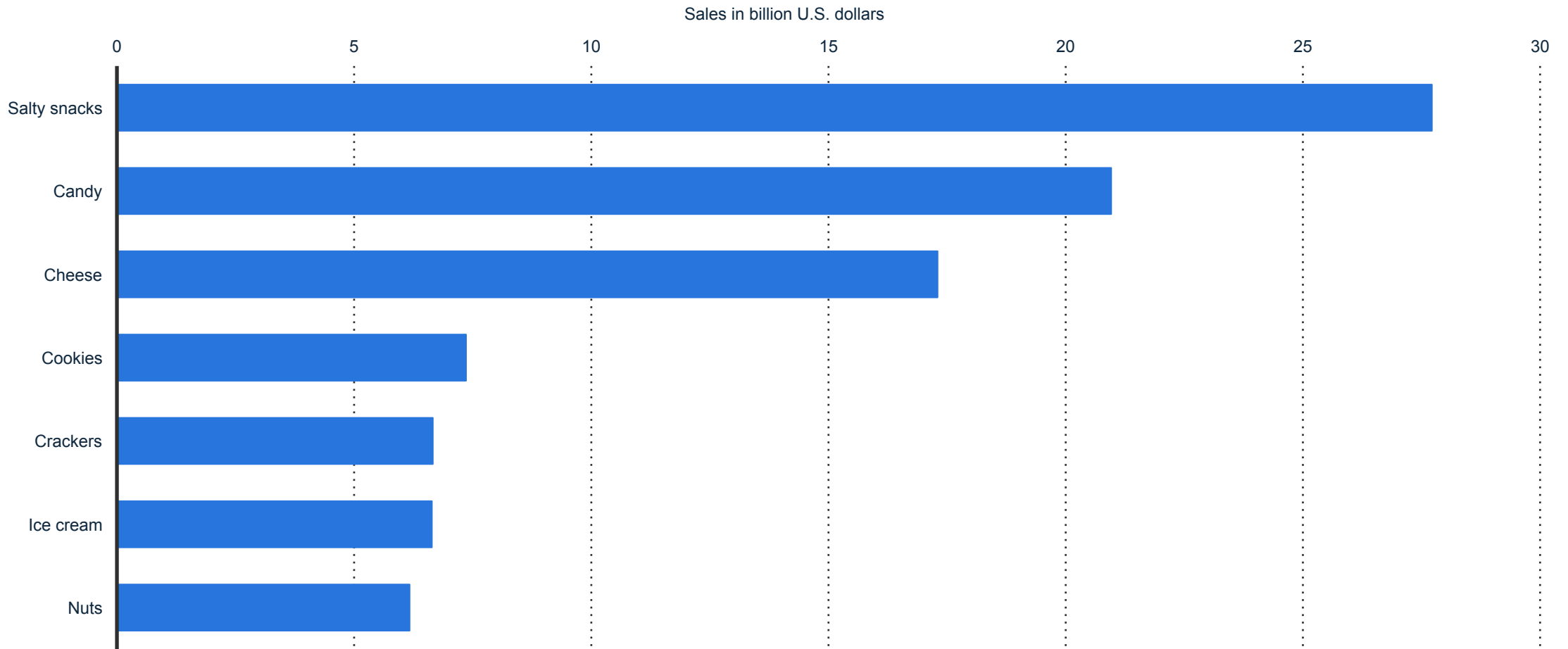
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OVERVIEW

Snack foods in the U.S.

Sales value of snacks in the United States in 2017, by category (in billion U.S. dollars)

Snack dollar sales in the U.S. in 2017, by category



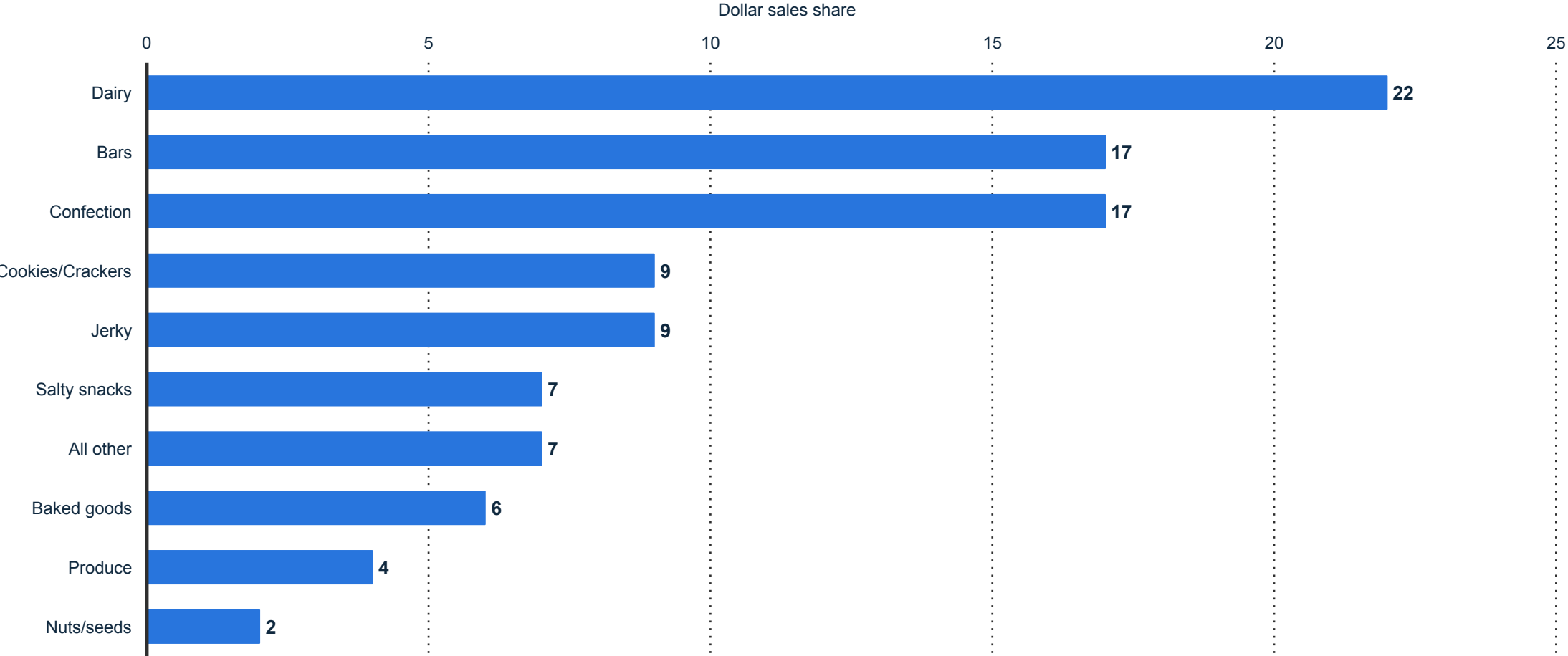
Note: United States; 52 weeks ended April 1, 2017

Further information regarding this statistic can be found on [page 53](#).

Source(s): Nielsen; [ID 257994](#)

Distribution of sales of on-the-go food snacks in the United States in 2017, by category

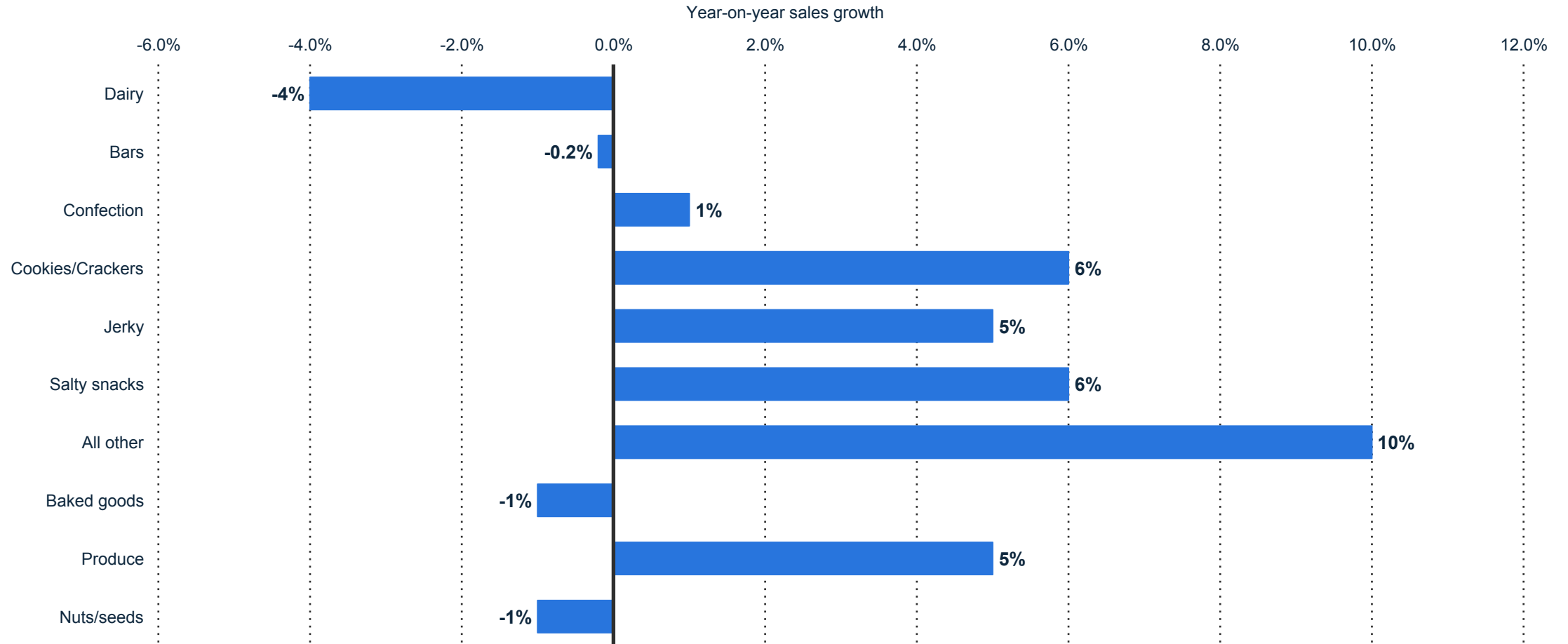
Dollar sales share of on-the-go snacks in the U.S. in 2017, by category



Note: United States
Further information regarding this statistic can be found on [page 54](#).
Source(s): Nielsen; [ID 787521](#)

Year-on-year growth of on-the-go food snack sales in the United States in 2017, by category

Dollar sales growth of on-the-go snacks in the U.S. in 2017, by category



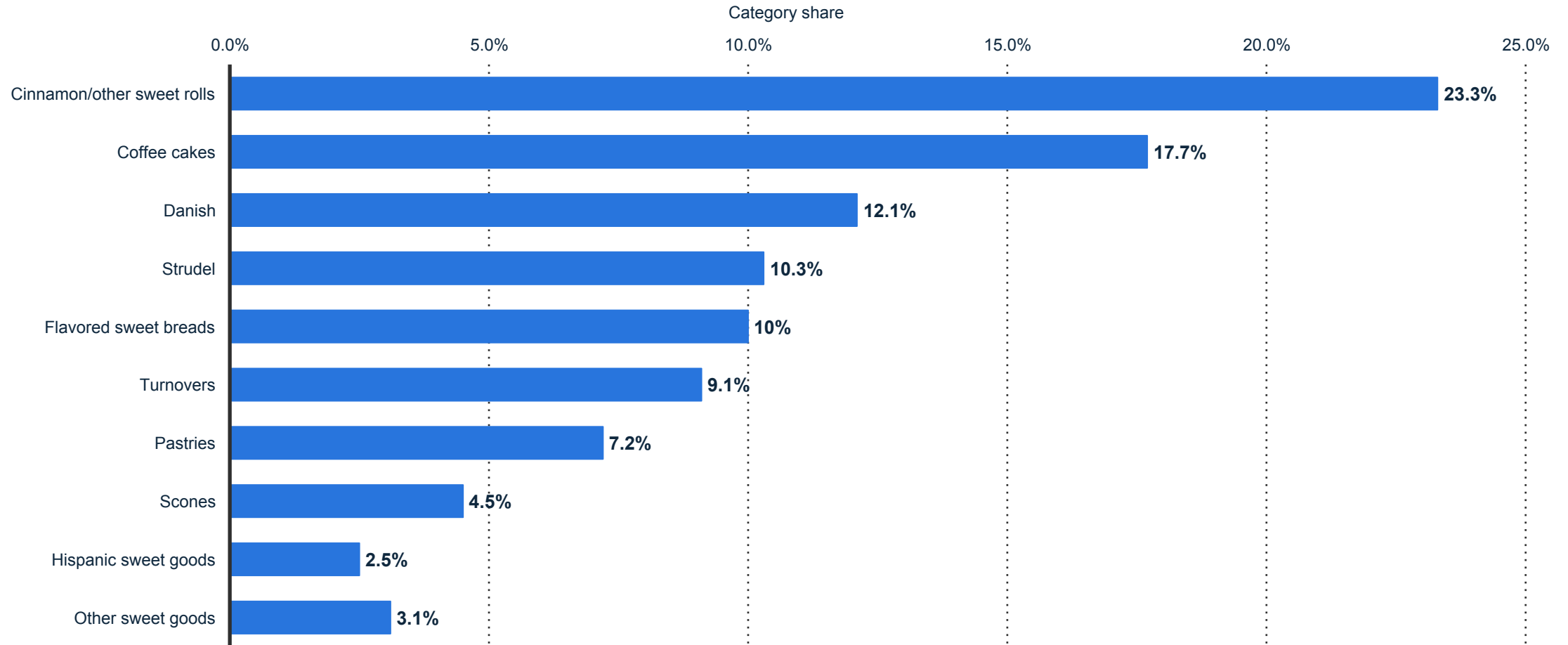
Note: United States

Further information regarding this statistic can be found on [page 55](#).

Source(s): Nielsen; [ID 787653](#)

Category share of sweet goods sales in the United States in 2017, by type

U.S. category share of sweet goods sales 2017, by type



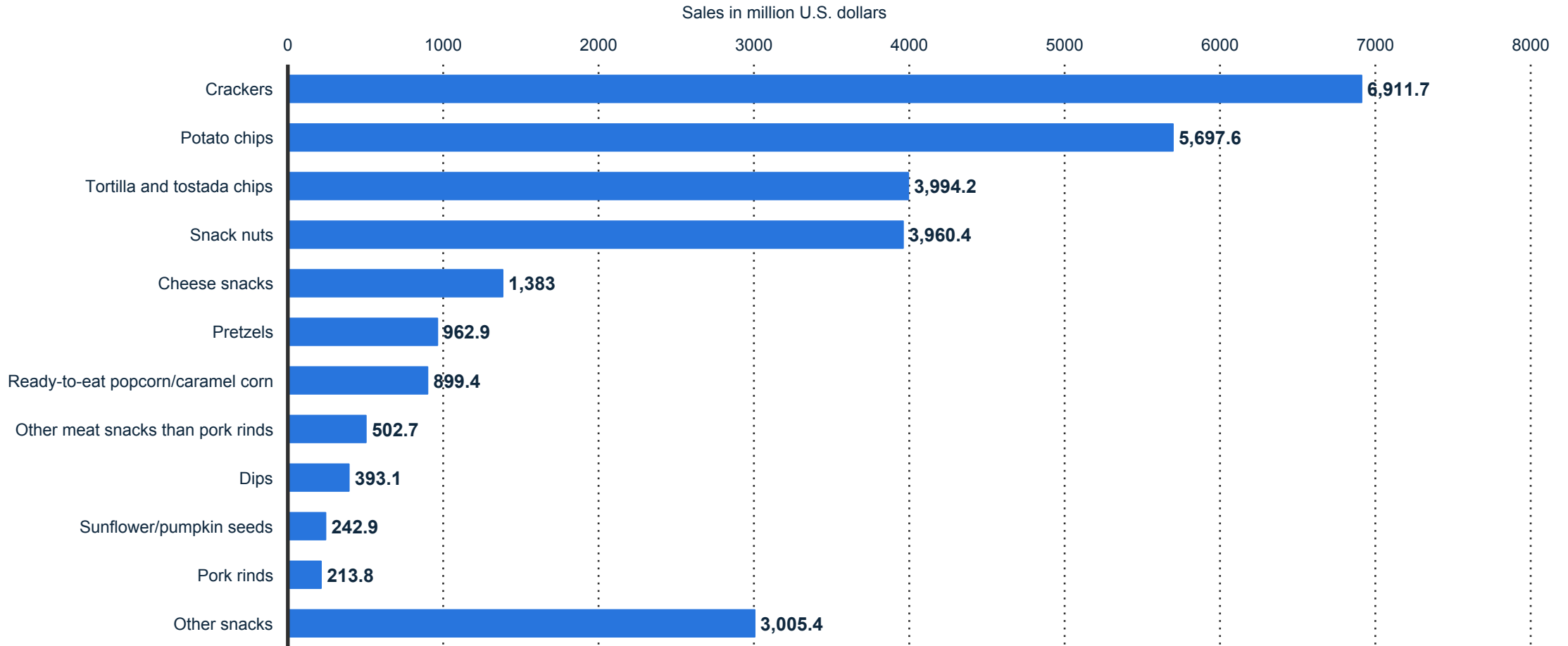
Note: United States; 52 weeks ending February 25, 2017

Further information regarding this statistic can be found on [page 56](#).

Source(s): Grocery Headquarters; Perishables Group; [ID 235520](#)

Salty snack dollar sales in the United States in 2016, by category (in million U.S. dollars)

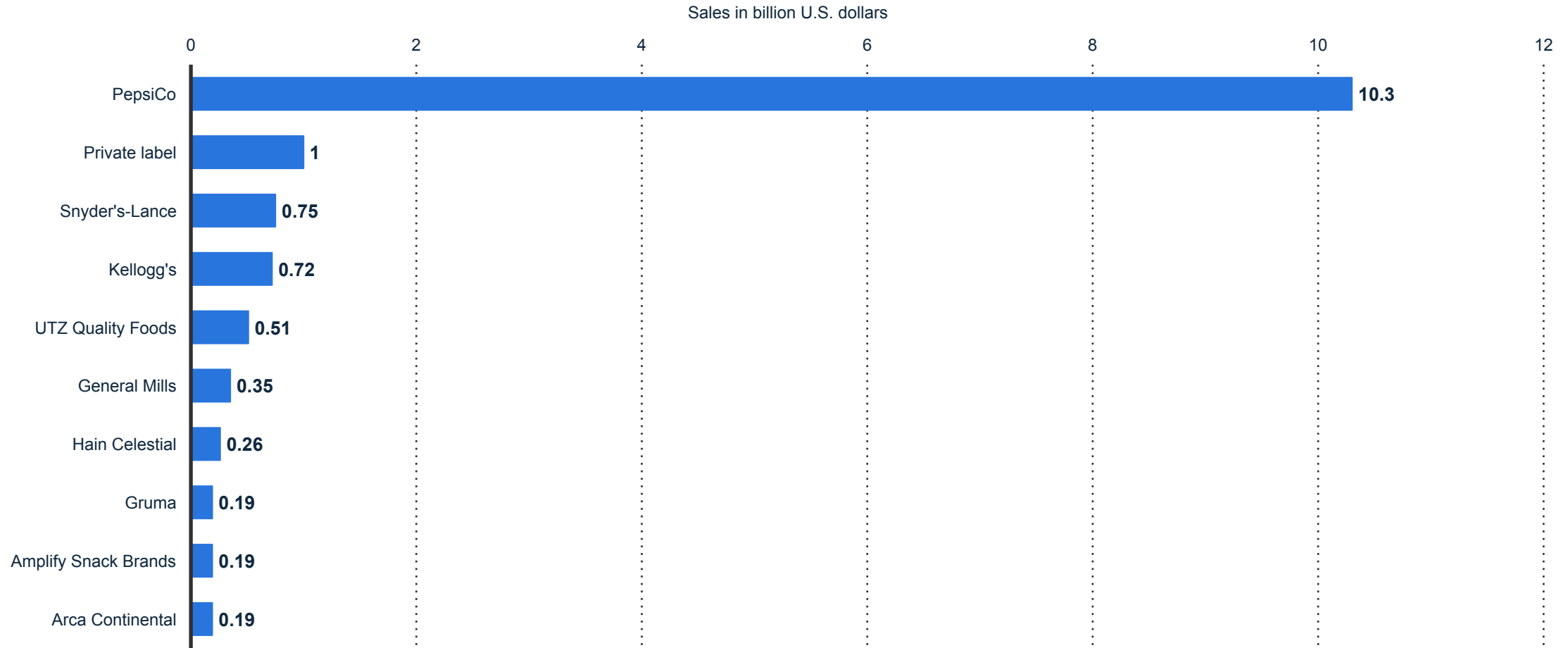
Salty snack market: dollar sales in the U.S. 2016, by category 2016



Note: United States; 52 weeks ending February 21, 2016
Further information regarding this statistic can be found on [page 57](#).
Source(s): IRI; SNAC International; [ID 258008](#)

Sales value of salty snacks in the United States in 2016, by company (in billion U.S. dollars)*

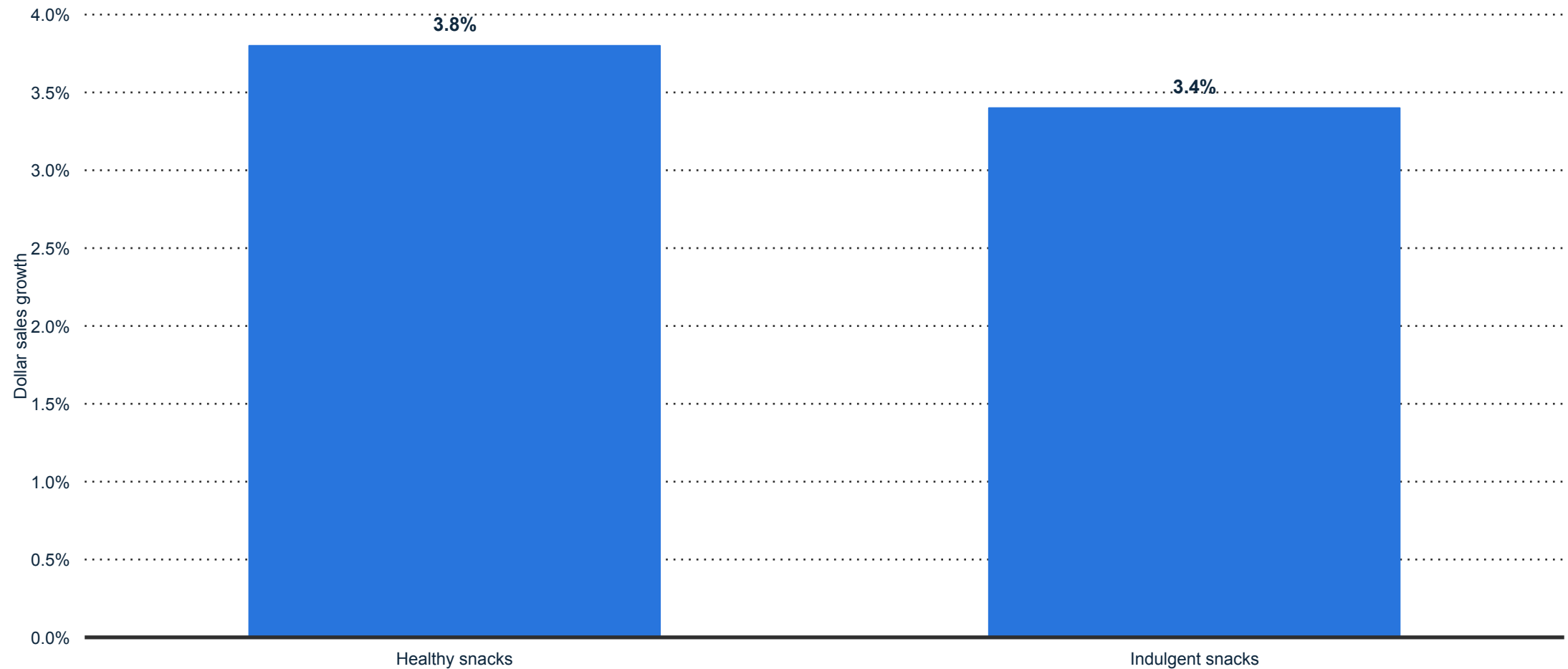
U.S. sales value of salty snacks 2016, by company



Note: United States; 52 weeks ending March 20, 2016
Further information regarding this statistic can be found on [page 58](#).
Source(s): IRI; Amplify Snack Brands; [ID 546481](#)

Dollar sales growth of healthy and indulgent snacks in the United States in 2016 (change to prior year)

Healthy versus indulgent snacks: dollar sales change in the U.S. 2016



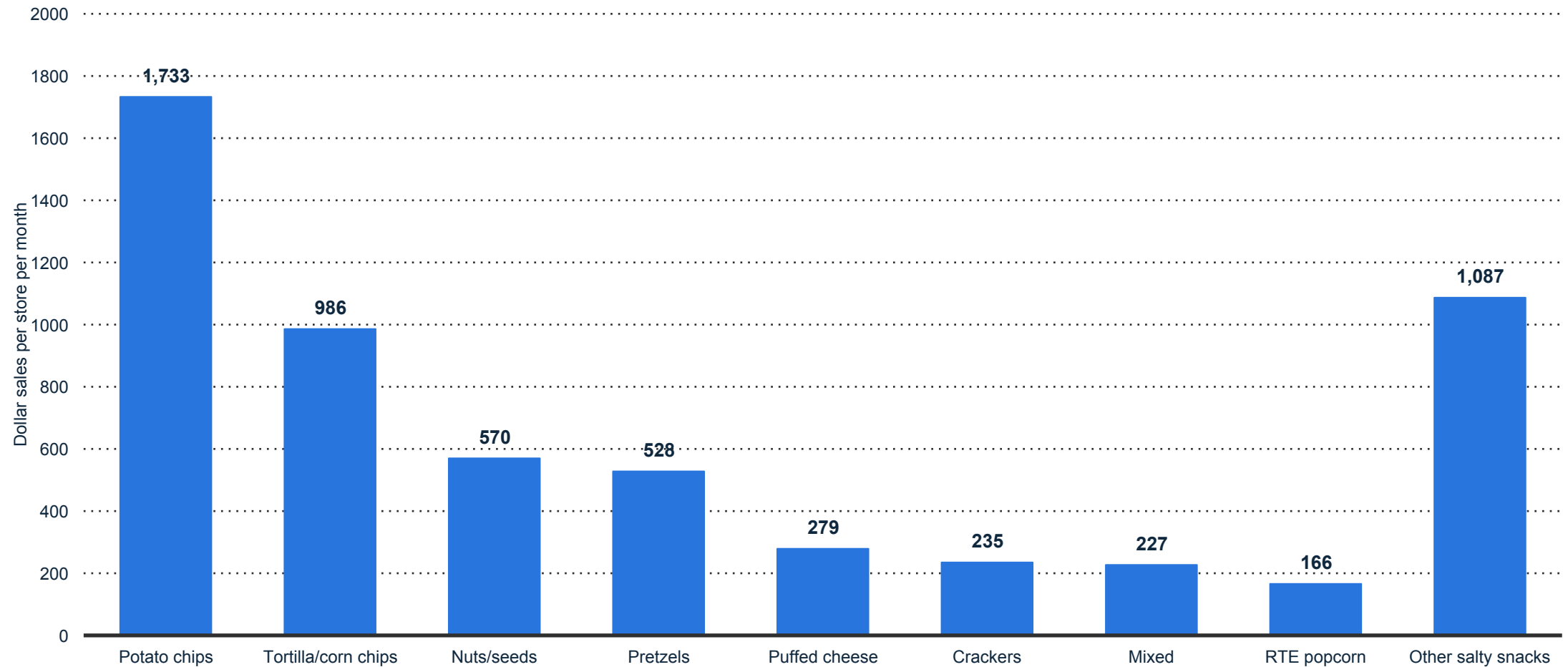
Note: United States; 2016

Further information regarding this statistic can be found on [page 59](#).

Source(s): IRI; [ID 257944](#)

Average monthly dollar sales of salty snacks in U.S. convenience stores in 2018, by type (in U.S. dollars)

U.S. convenience stores: monthly sales of salty snacks per store, by type 2018



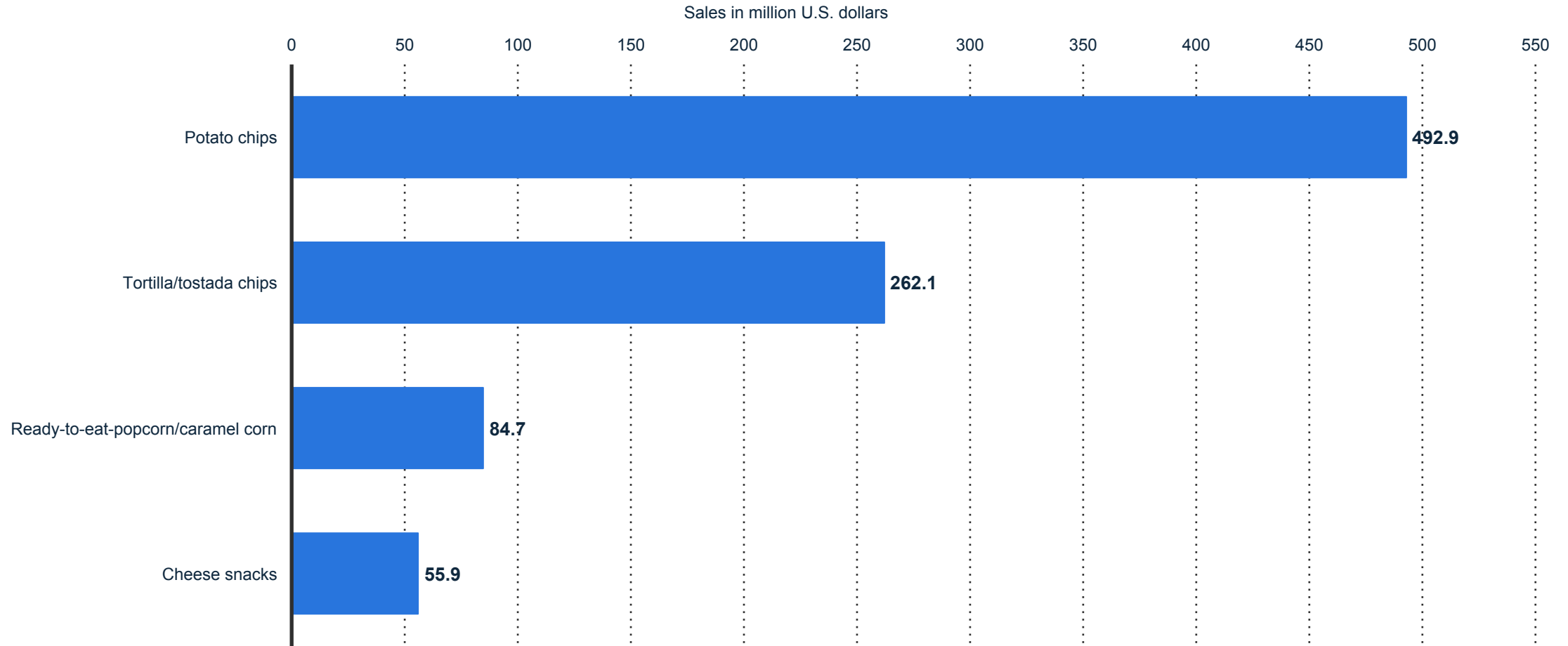
Note: United States; 2018

Further information regarding this statistic can be found on [page 60](#).

Source(s): CSP; NACS; [ID 889433](#)

Sales of private label salty snack products in U.S. retail stores in 2018, by segment (in million U.S. dollars)*

Sales of private label salty snack products in the U.S. 2018, by segment



Note: United States; 52 weeks ending January 28, 2018

Further information regarding this statistic can be found on [page 61](#).

Source(s): Store Brands; IRI; [ID 244931](#)



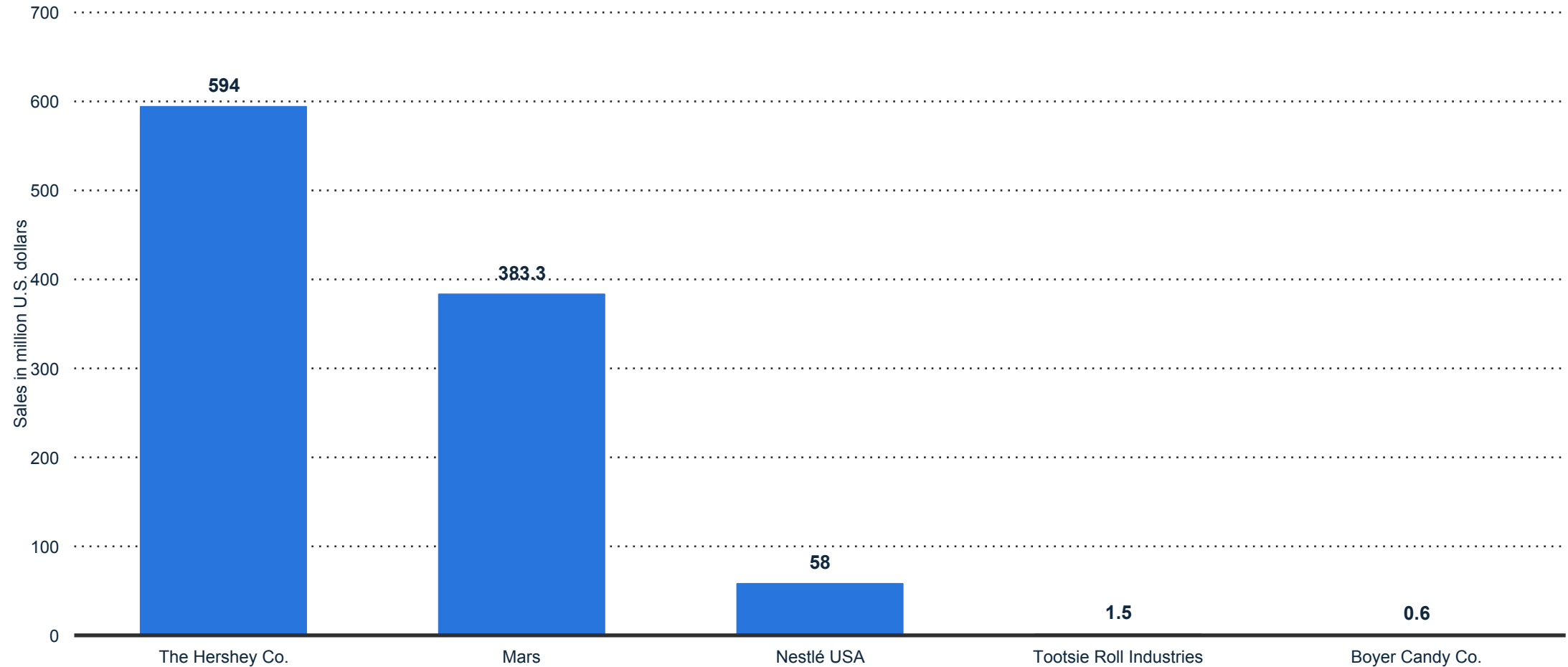
CONFECTIONARY

Snack foods in the U.S.



Leading vendors of snack size chocolate candy in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading vendors of chocolate candy (snack size) in the U.S. 2017



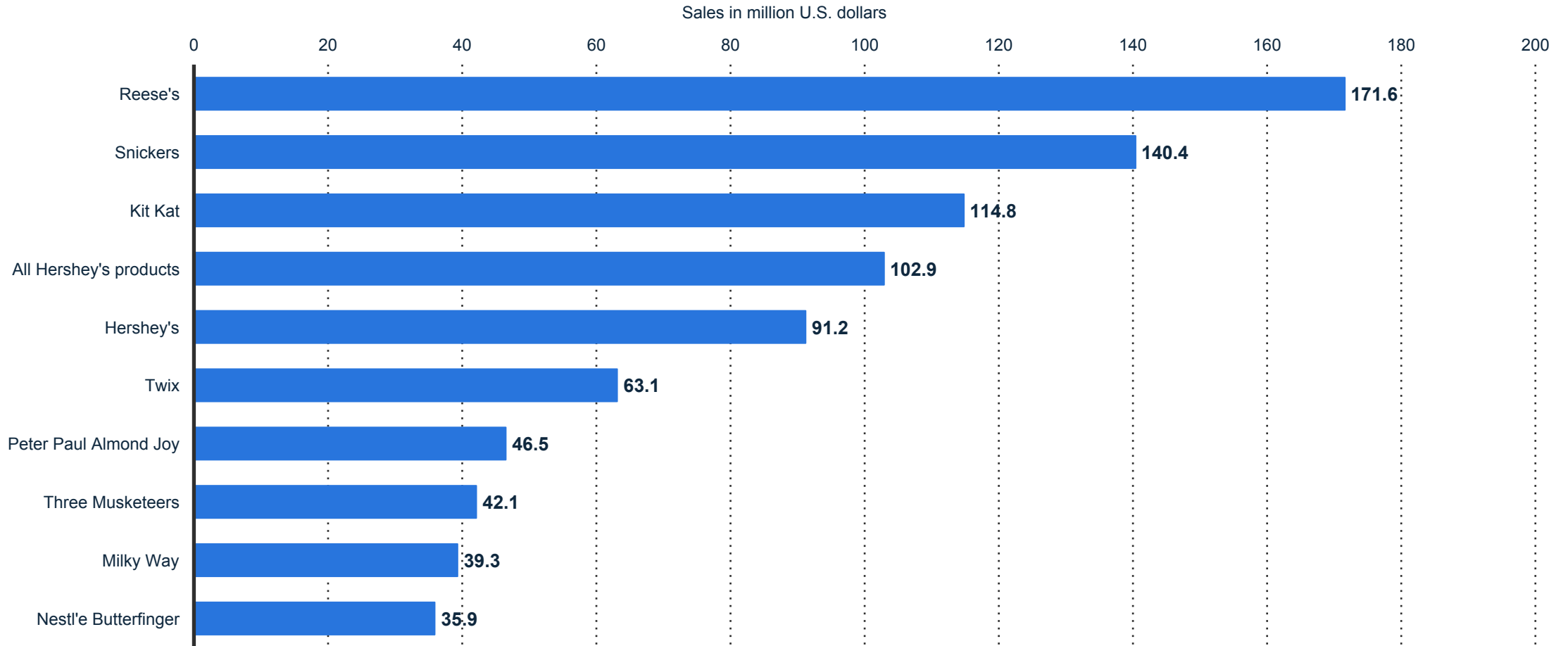
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 62](#).

Source(s): IRI; Grocery Headquarters; [ID 189713](#)

Sales of the leading snack size chocolate candy brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading snack size chocolate candy brands of the U.S. 2017



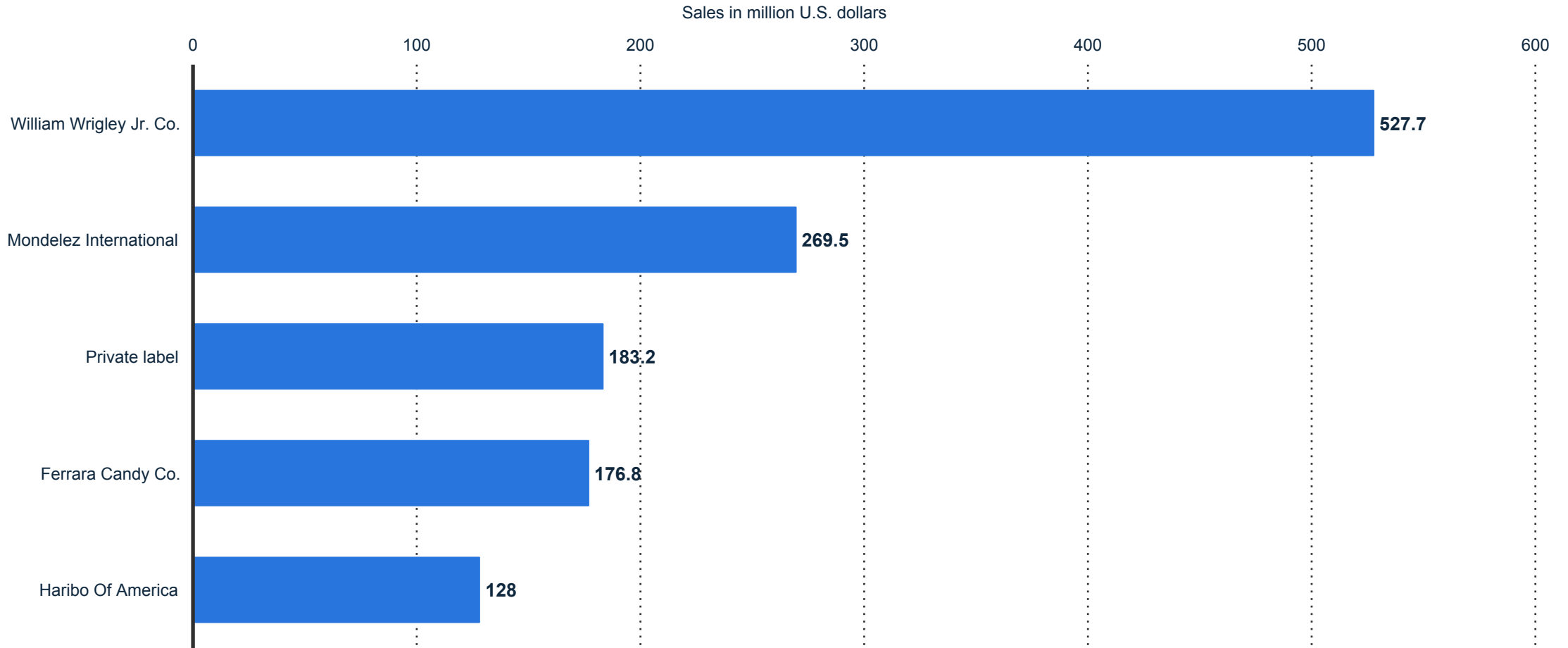
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 63](#).

Source(s): IRI; Grocery Headquarters; [ID 189714](#)

Leading vendors of non-chocolate chewy candy in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading vendors of non-chocolate chewy candy U.S. 2017



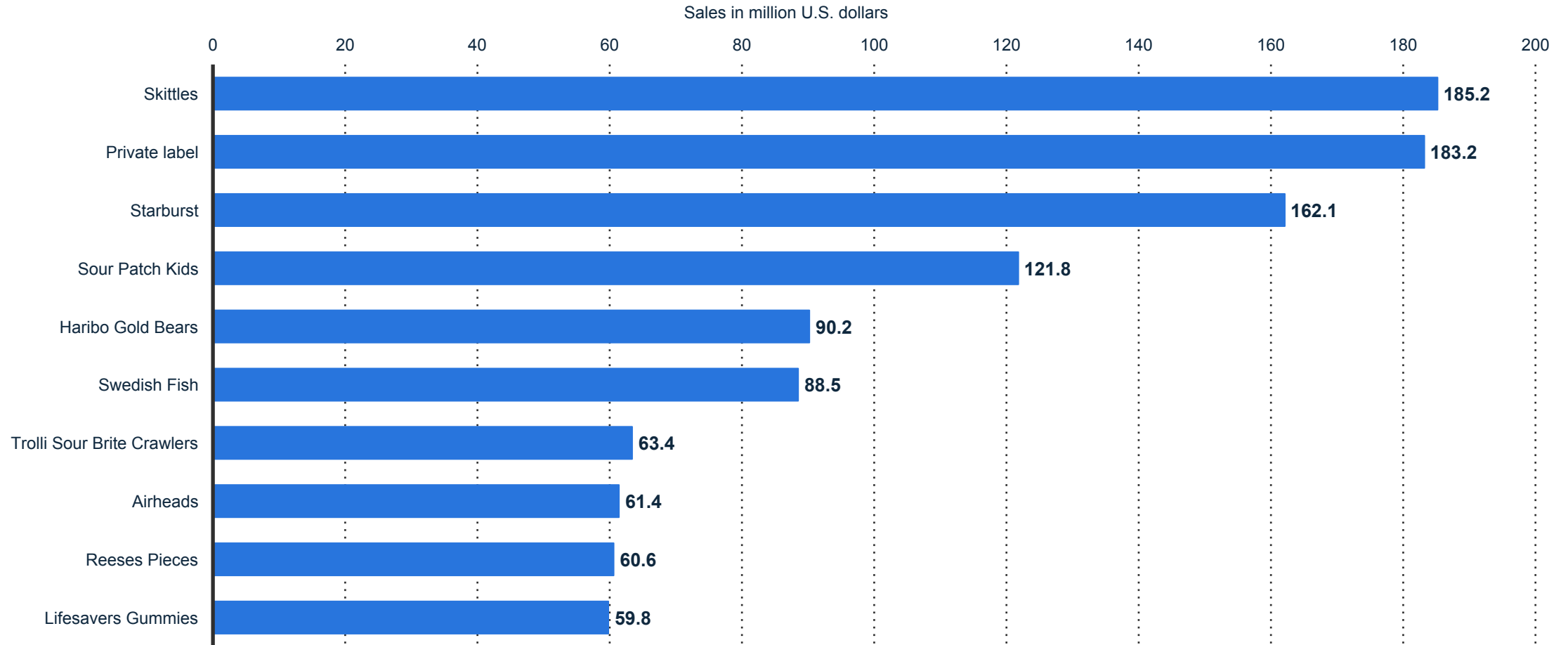
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 64](#).

Source(s): Grocery Headquarters; IRI; [ID 190405](#)

Sales of the leading non-chocolate chewy candy brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading non-chocolate chewy candy brands of the U.S. 2017



Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 65](#).

Source(s): Grocery Headquarters; IRI; [ID_190409](#)



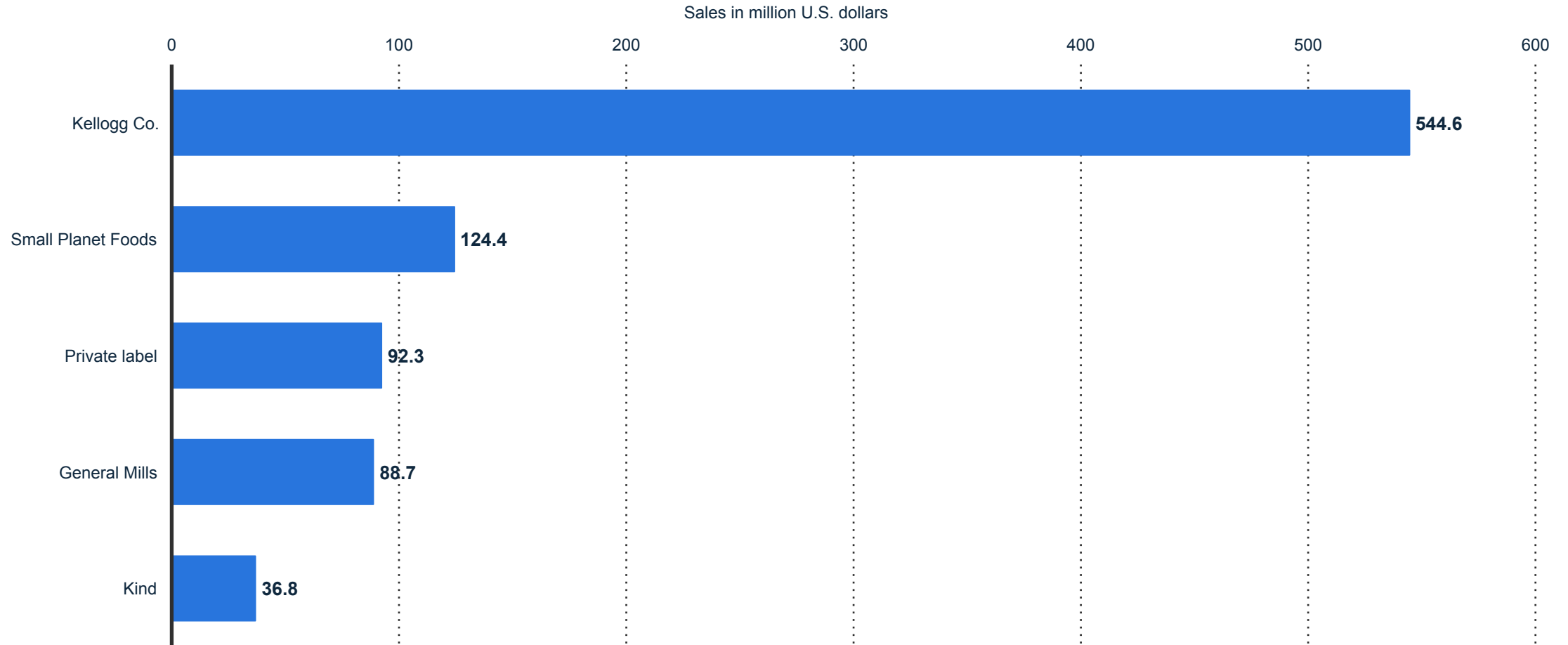
SNACK BARS AND COOKIES

Snack foods in the U.S.



Leading vendors of breakfast, cereal, and snack bars in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading breakfast, cereal and snack bar vendors in the U.S. 2017



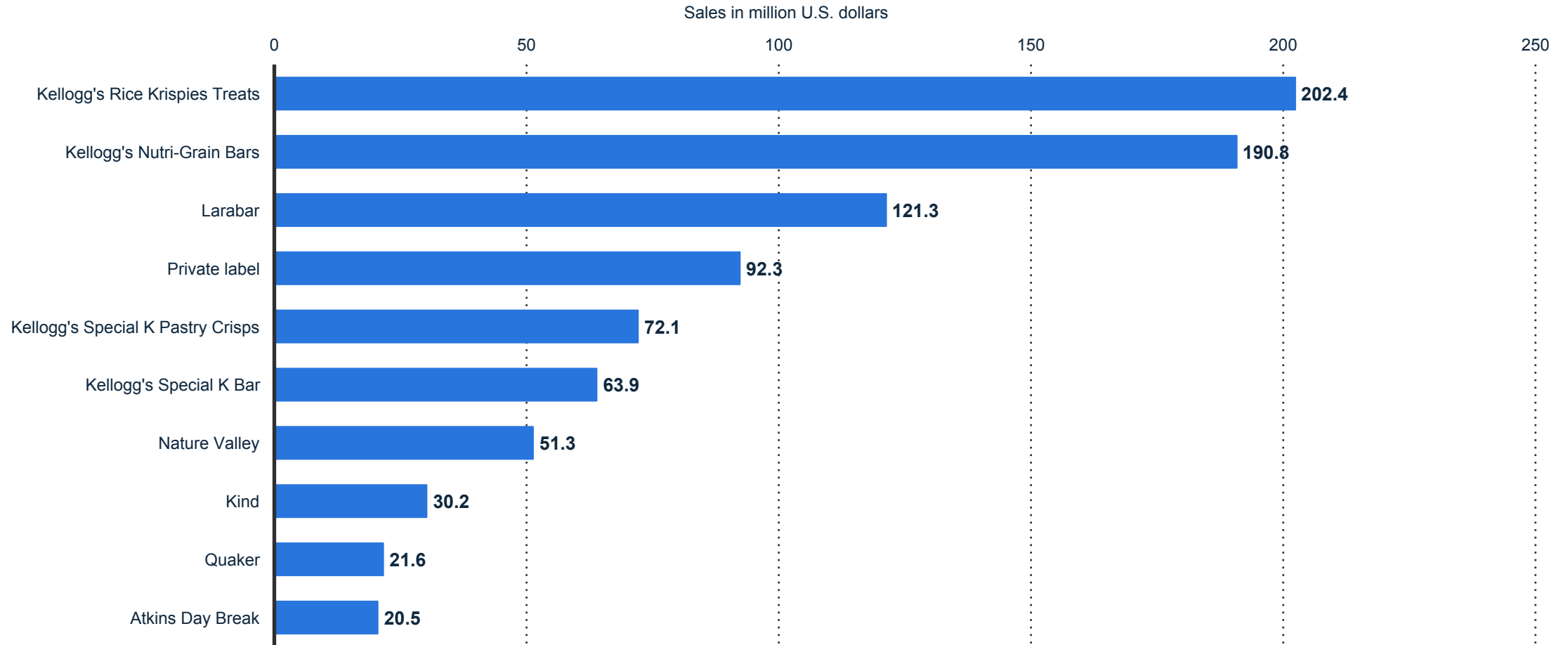
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 66](#).

Source(s): Grocery Headquarters; IRI; [ID 189598](#)

Sales of the leading breakfast, cereal and snack bar brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading breakfast, cereal and snack bar brands of the U.S. 2017



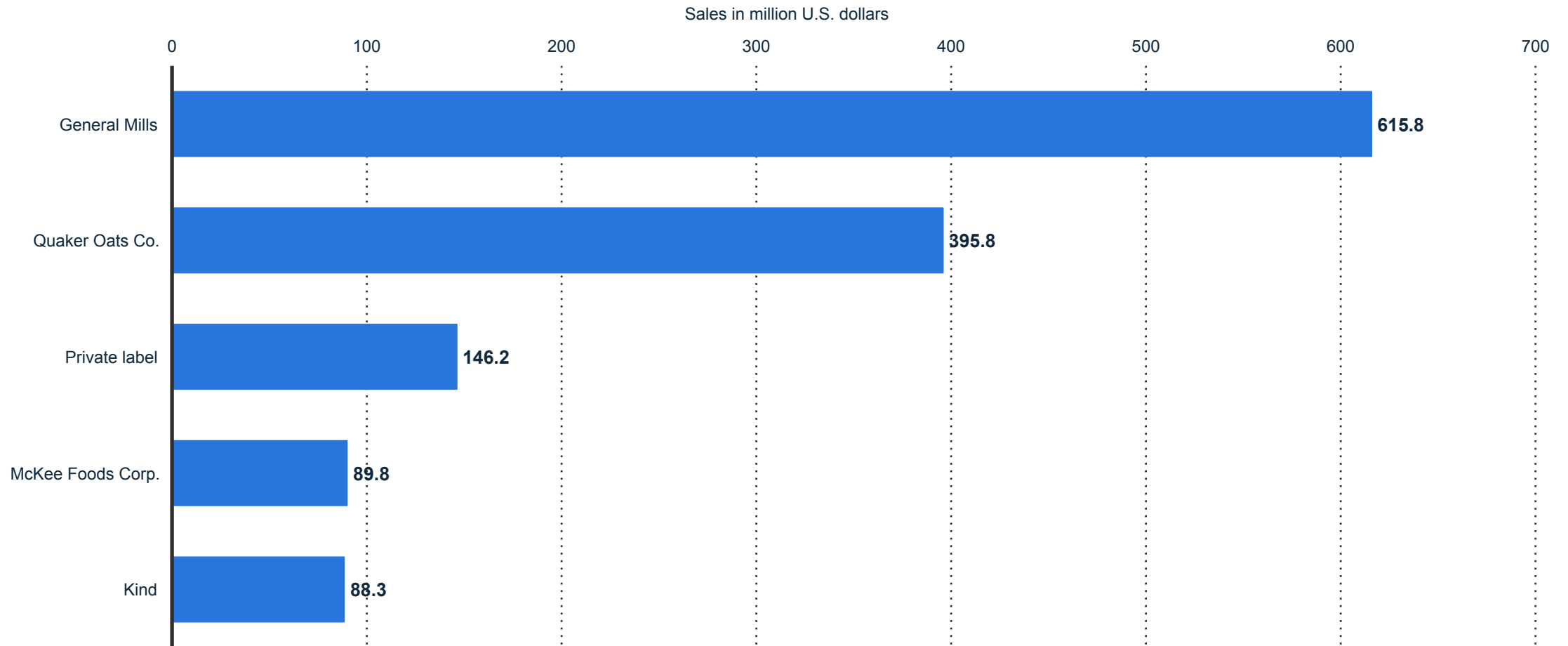
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 67](#).

Source(s): Grocery Headquarters; IRI; [ID 189603](#)

Leading vendors of granola bars in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of granola bars in the United States 2017



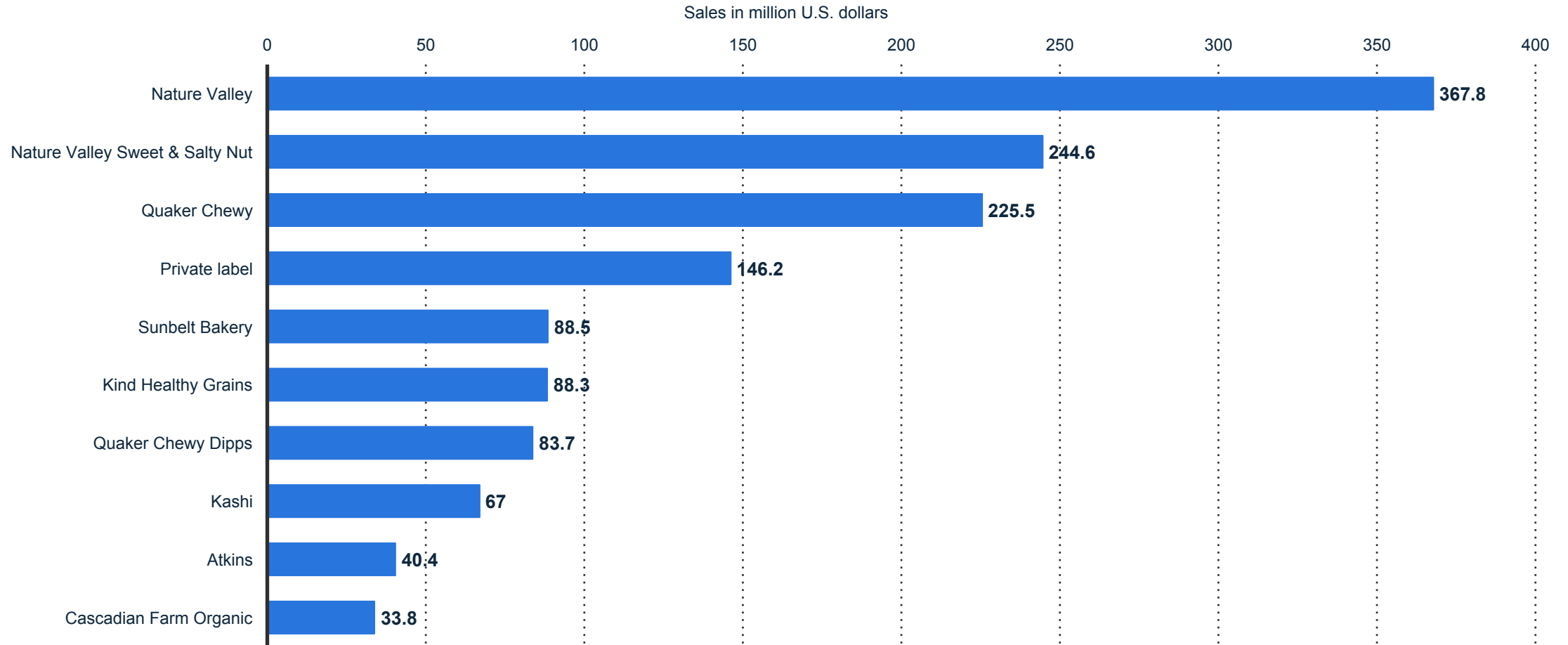
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 68](#).

Source(s): Grocery Headquarters; IRI; [ID 188212](#)

Sales of the leading granola bar brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading granola bar brands of the U.S. 2017



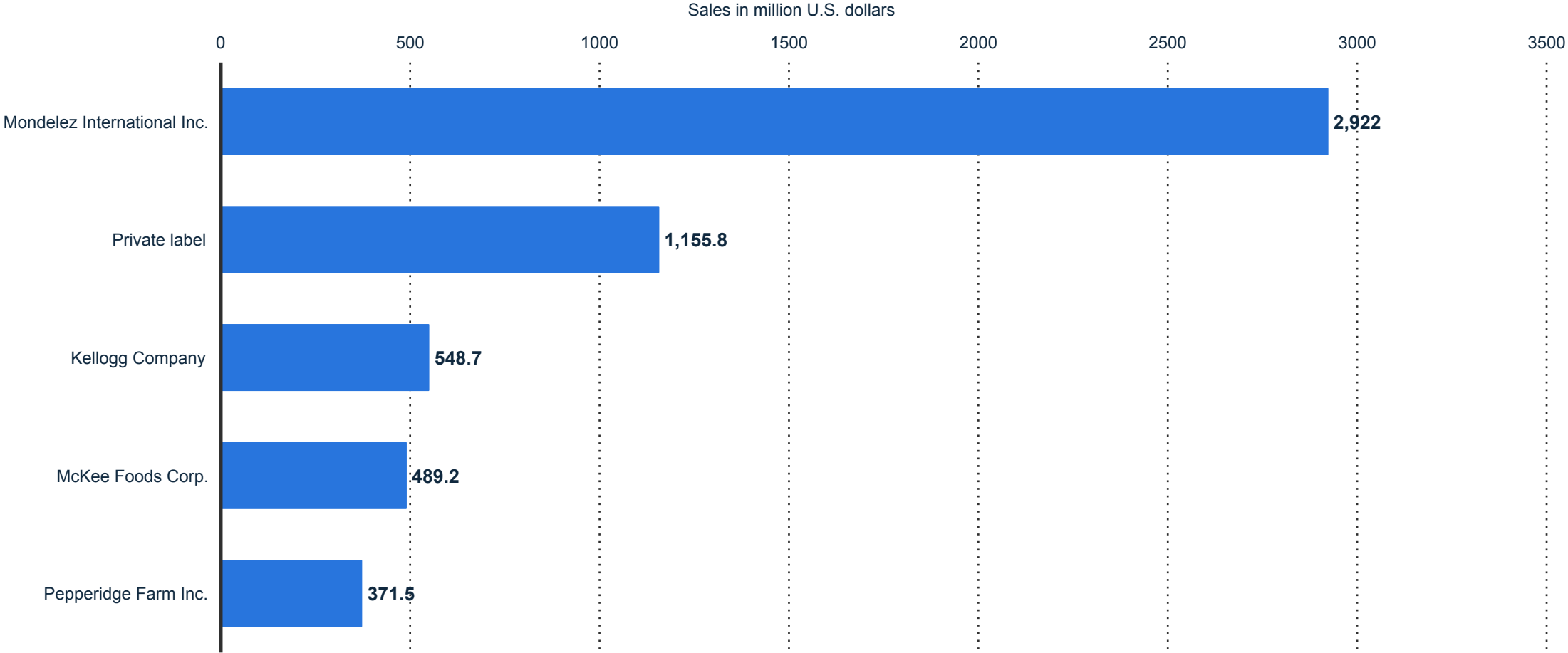
Note: 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 69](#).

Source(s): Grocery Headquarters; IRI; [ID 188216](#)

Dollar sales of the leading cookie vendors in the United States in 2017 (in million U.S. dollars)

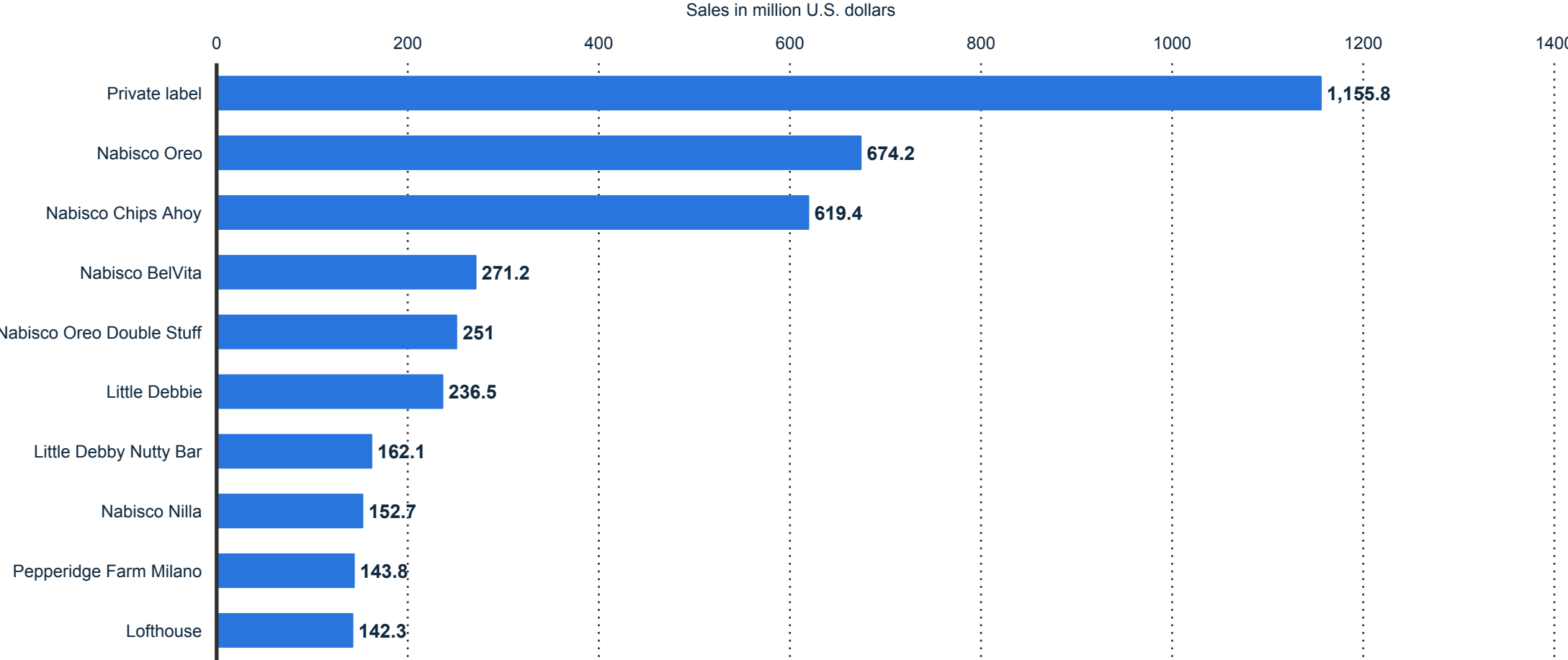
Cookie market: key companies in the U.S. 2017, based on dollar sales



Note: United States; 52 weeks ended January 22, 2017
Further information regarding this statistic can be found on [page 70](#).
Source(s): IRI; Grocery Headquarters; [ID 257918](#)

Dollar sales of the leading cookie brands of the United States in 2017 (in million U.S. dollars)

U.S. cookie market: dollar sales of the leading brands 2017



Note: United States; 52 weeks ended January 22, 2017
Further information regarding this statistic can be found on [page 71](#).
Source(s): IRI; Grocery Headquarters; [ID 189610](#)



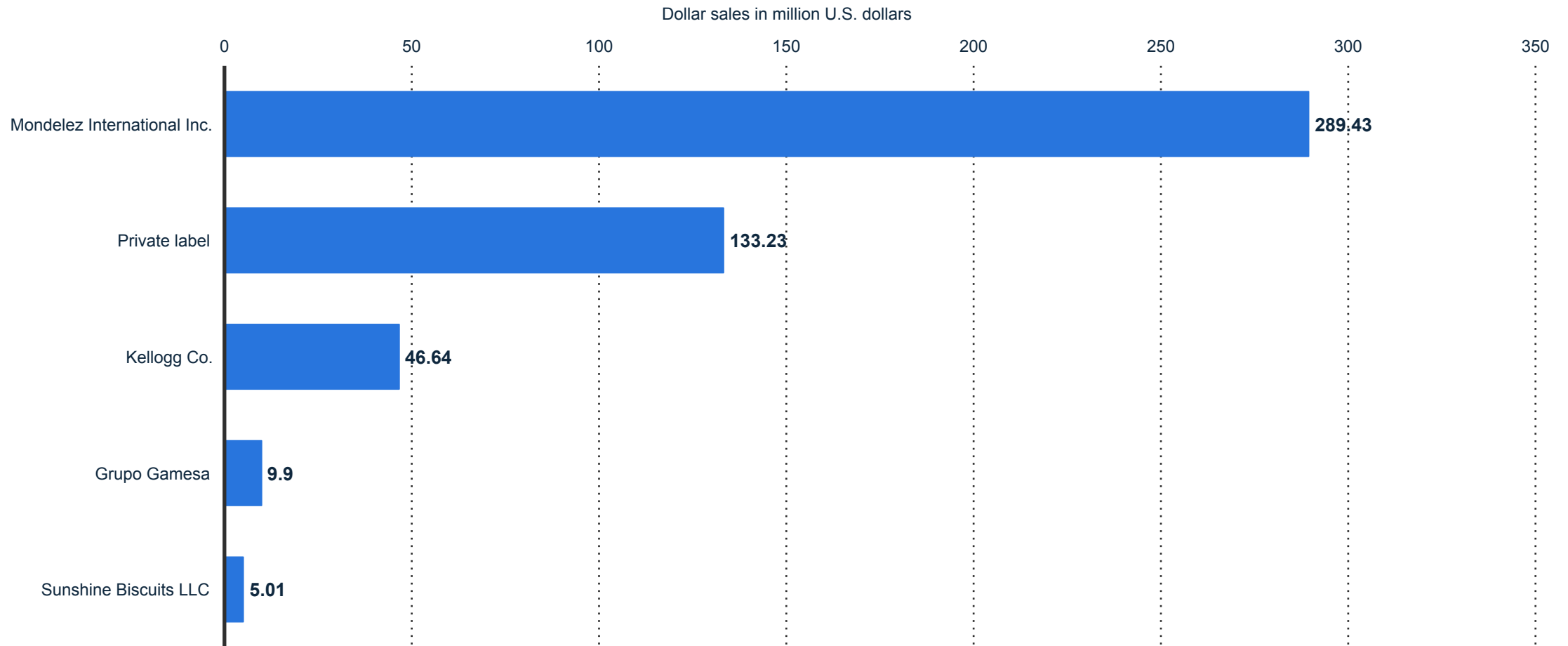
CRACKERS AND CHIPS

Snack foods in the U.S.



Sales of the leading saltine cracker vendors in the United States in 2019 (in million U.S. dollars)

Dollar sales of the leading saltine cracker vendors in the U.S. 2019



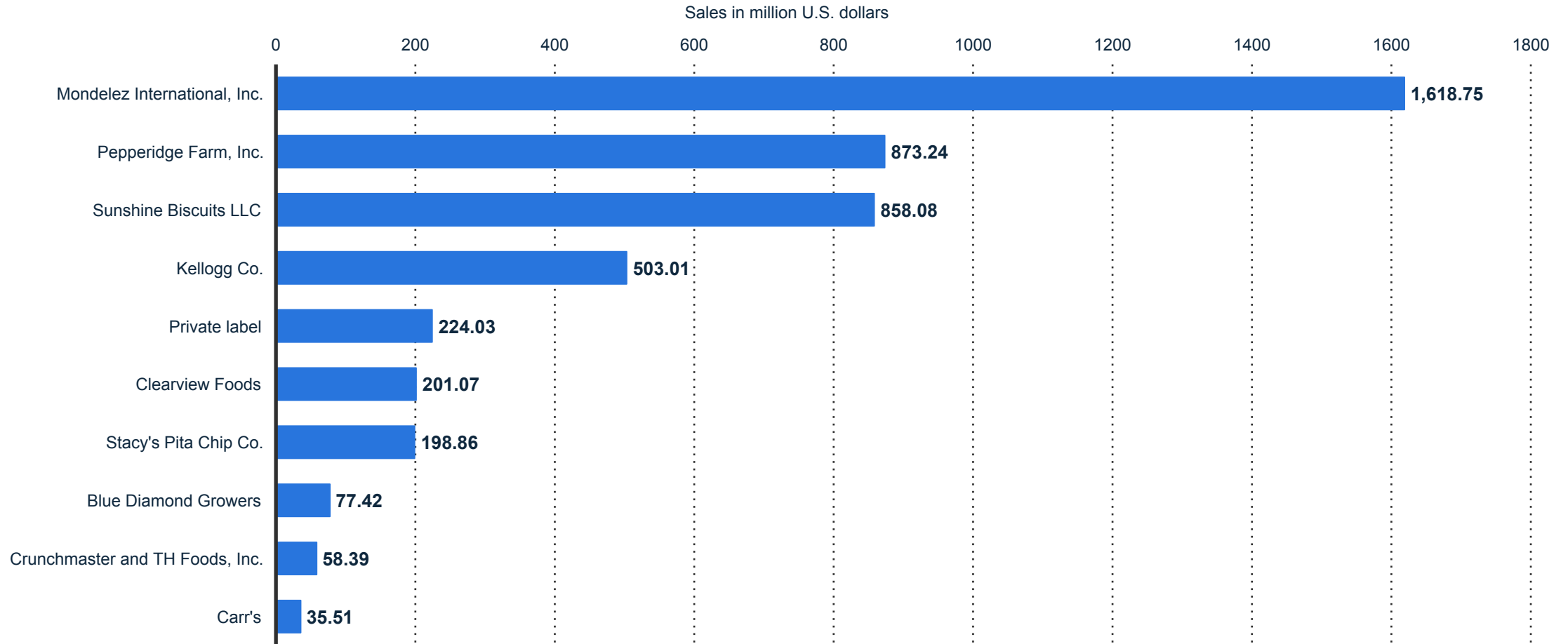
Note: United States; 52 weeks ending May 19, 2019

Further information regarding this statistic can be found on [page 72](#).

Source(s): IRI; Snack Food & Wholesale Bakery ; [ID 458370](#)

Leading vendors of miscellaneous crackers in the United States in 2018, based on sales (in million U.S. dollars)*

Leading vendors of miscellaneous crackers in the U.S. 2018, based on sales



Note: United States; 52 weeks ended July 15, 2018

Further information regarding this statistic can be found on [page 73](#).

Source(s): Food Business News; IRI; [ID 652458](#)

Leading vendors of potato chips in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of potato chips in the United States 2017



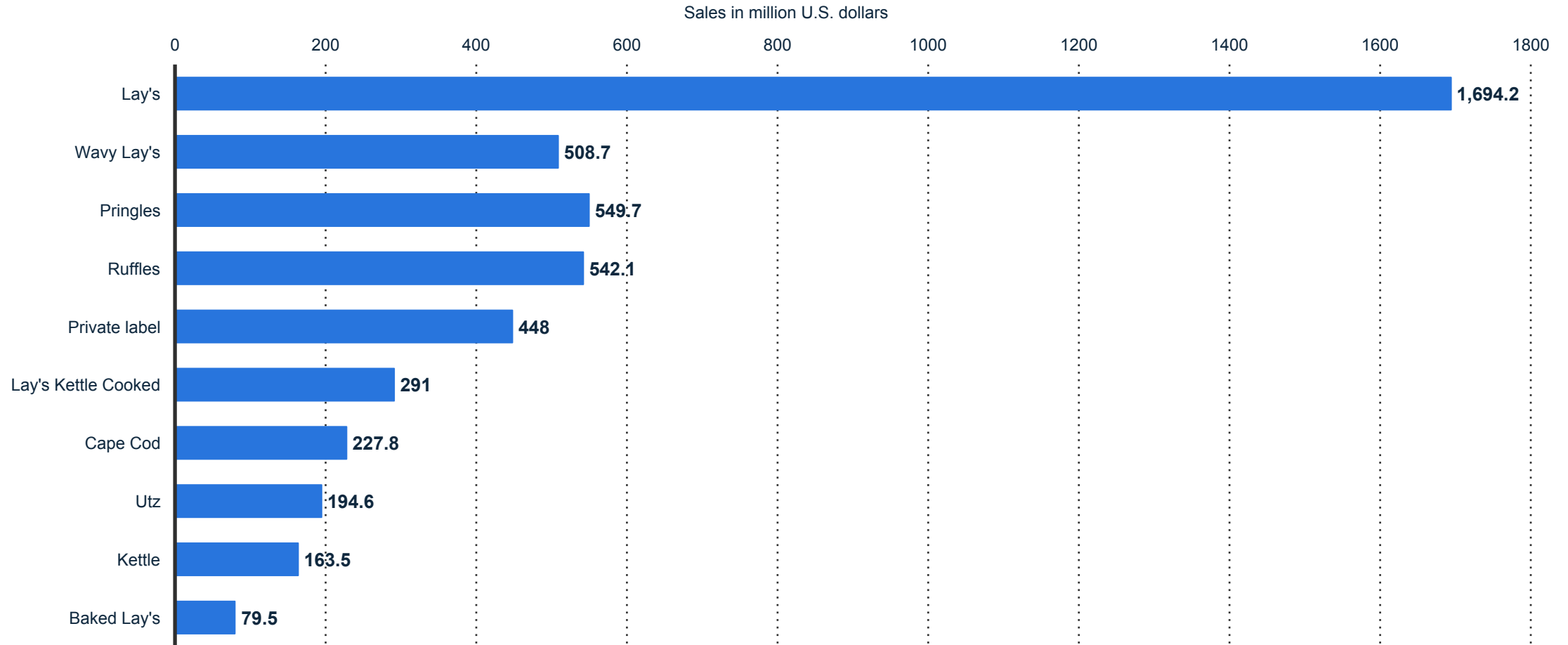
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 74](#).

Source(s): Grocery Headquarters; IRI; [ID 188220](#)

Sales of the leading potato chip brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading potato chip brands of the U.S. 2017



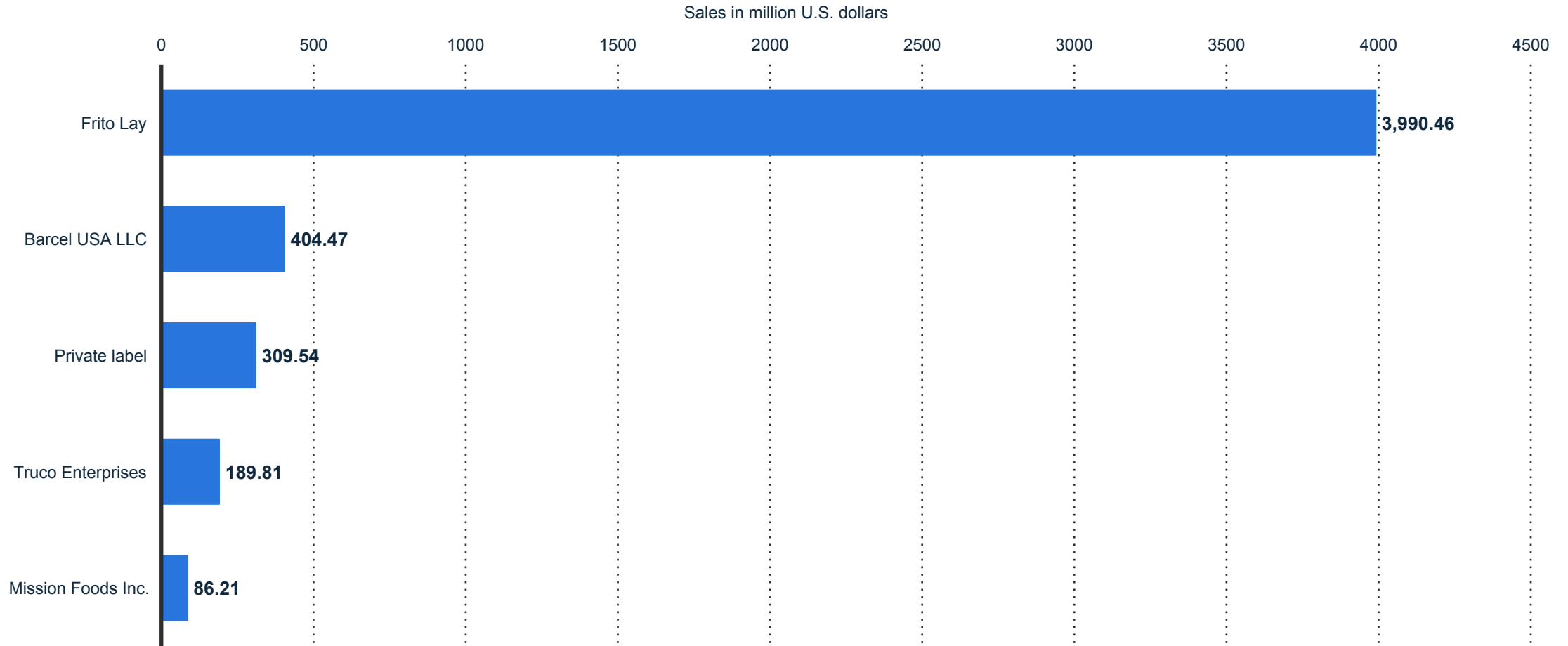
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 75](#).

Source(s): Grocery Headquarters; IRI; [ID 188222](#)

Leading vendors of tortilla and tostada chips in the United States in 2019, based on sales (in million U.S. dollars)

Leading vendors of tortilla and tostada chips in the United States 2019



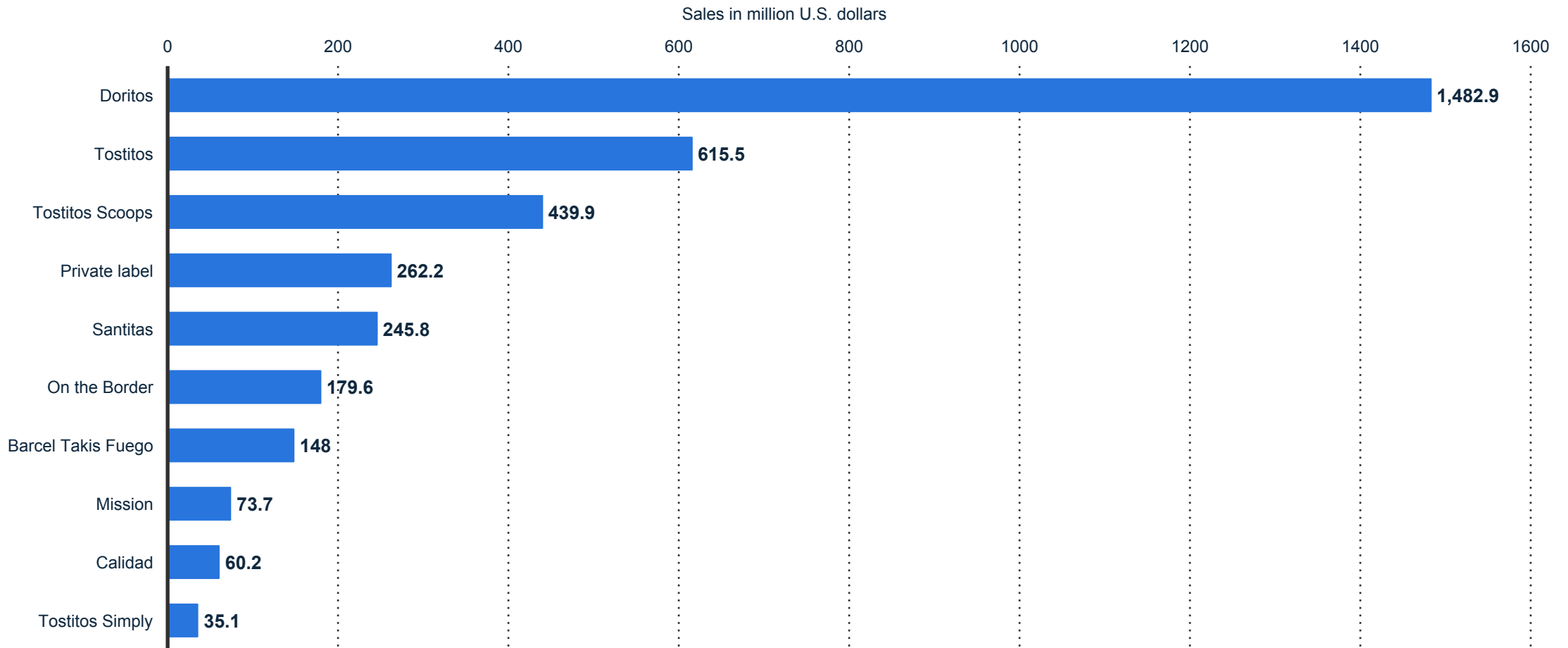
Note: United States; 52 weeks ending May 19, 2019

Further information regarding this statistic can be found on [page 76](#).

Source(s): IRI; Snack Food & Wholesale Bakery ; [ID 188226](#)

Sales of the leading tortilla and tostada chip brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading tortilla and tostada chip brands of the U.S. 2017



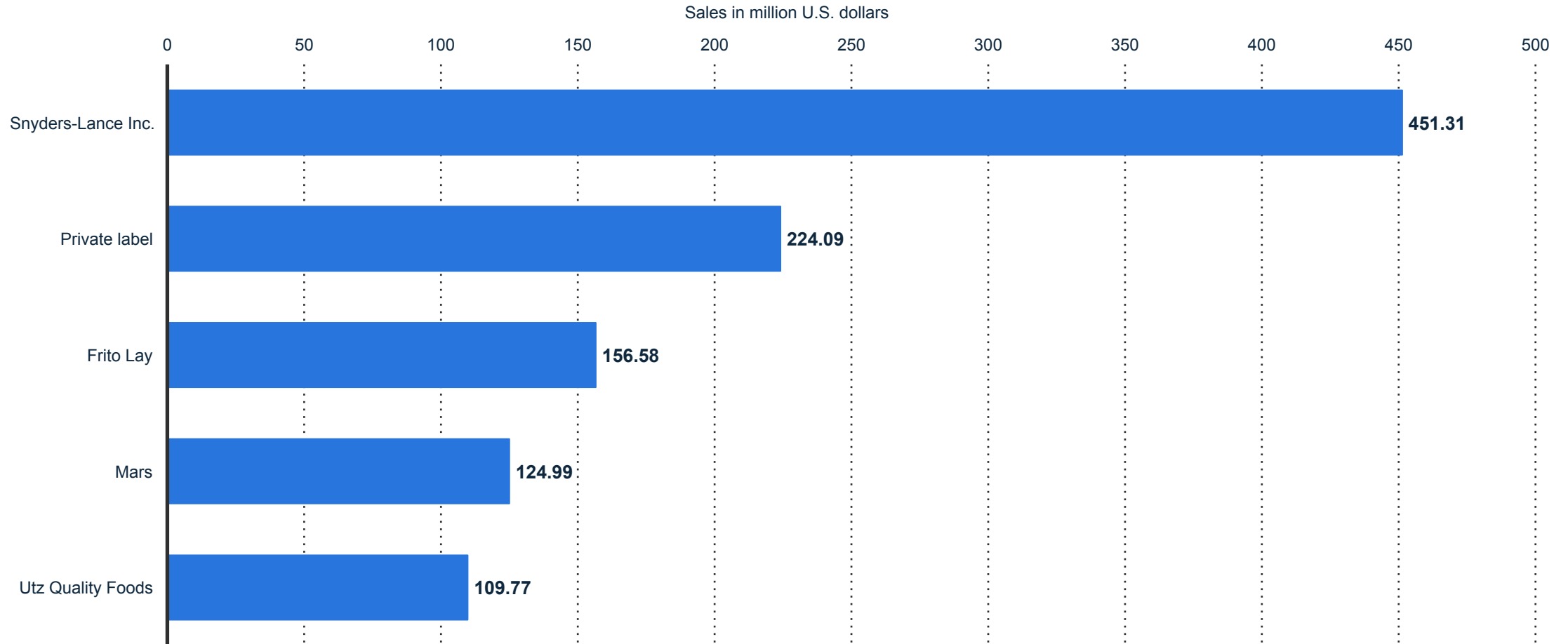
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 77](#).

Source(s): Grocery Headquarters; IRI; [ID 188233](#)

Sales of the leading pretzel vendors in the United States in 2019 (in million U.S. dollars)

Dollar sales of the leading pretzel vendors in the U.S. 2019



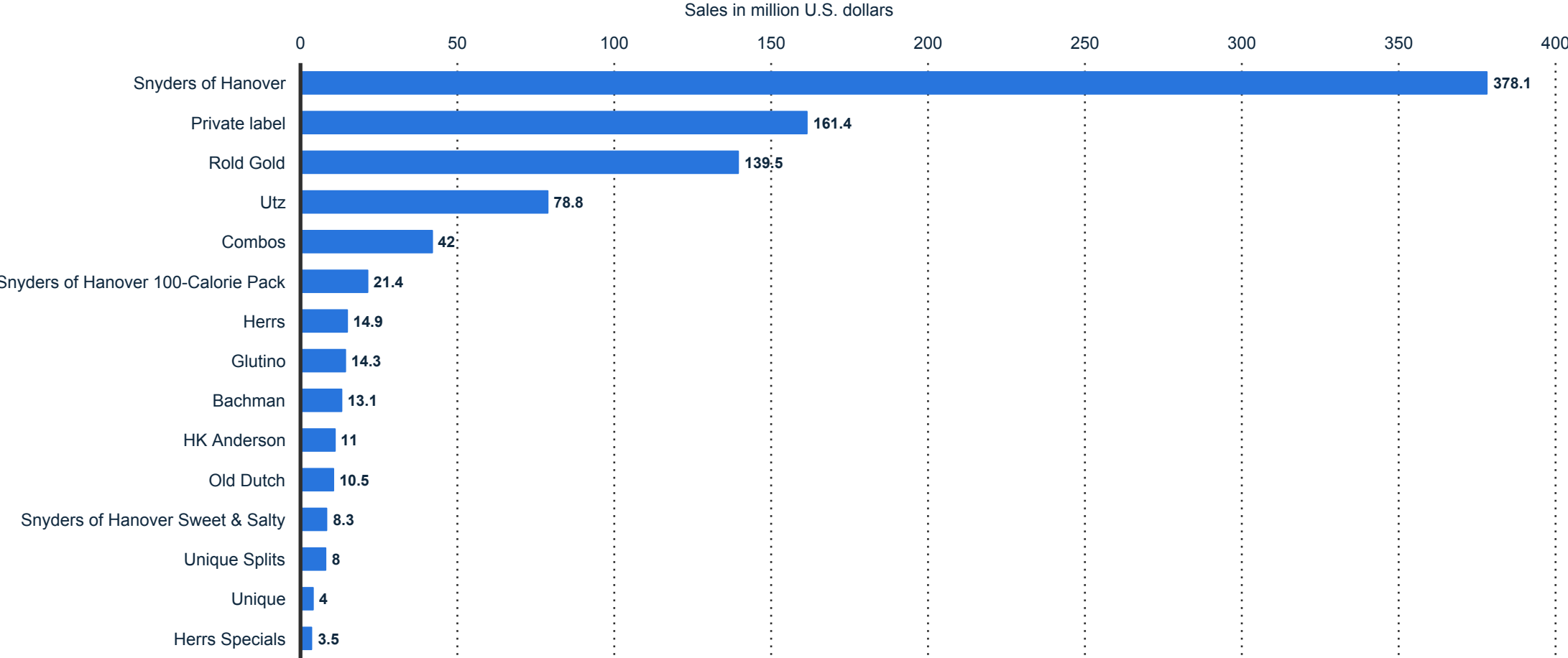
Note: United States; 52 weeks ending May 19, 2019

Further information regarding this statistic can be found on [page 78](#).

Source(s): IRI; Snack Food & Wholesale Bakery ; [ID 280354](#)

Dollar sales of the leading pretzel brands in the United States in 2017 (in million U.S. dollars)

U.S. pretzel market: dollar sales of the leading brands 2017



Note: United States; 52 weeks ended July 9, 2017
Further information regarding this statistic can be found on [page 79](#).
Source(s): Grocery Headquarters; IRI; [ID 280362](#)



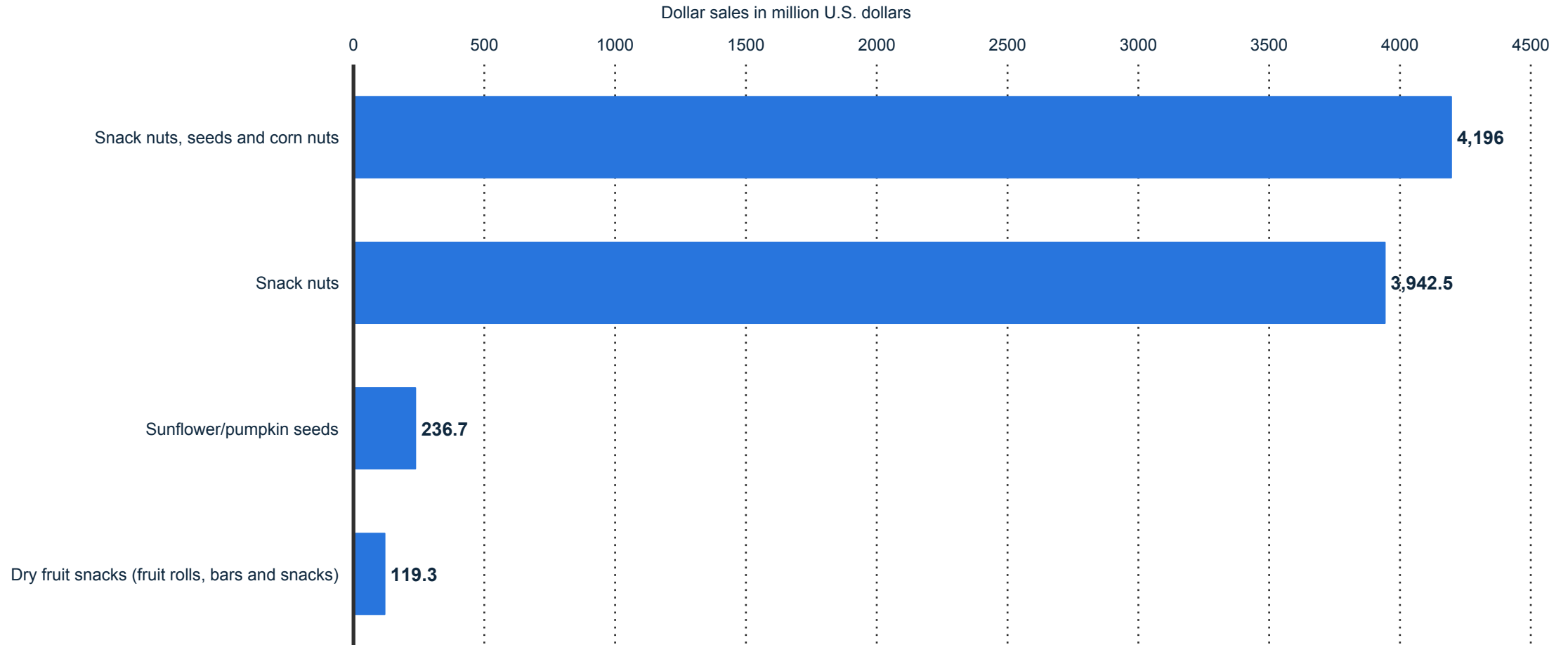
NUTS AND CHEESE SNACKS

Snack foods in the U.S.



Dollar sales of the fruit and nut snack category in U.S. retail stores in 2017, by segment (in million U.S. dollars)

U.S. dollar sales of fruit and nut snacks by segment 2017



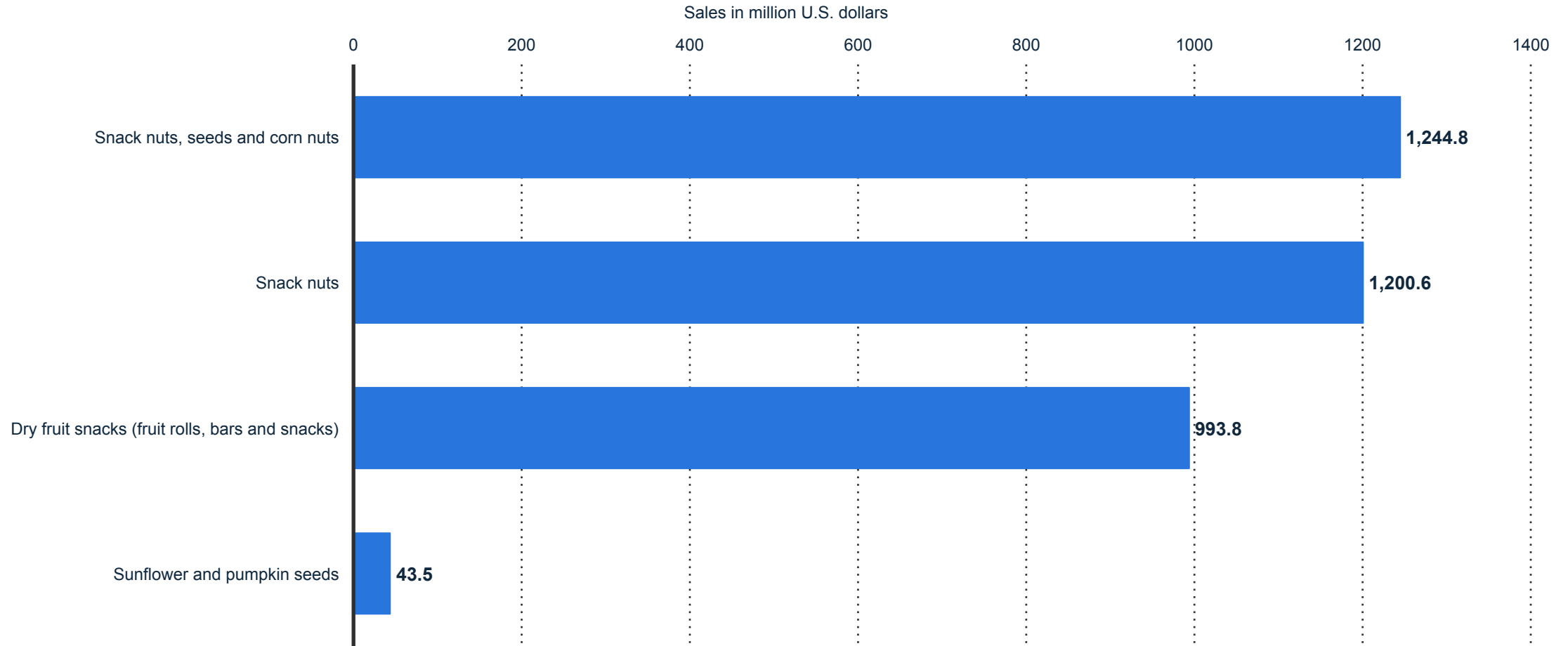
Note: United States; 2017

Further information regarding this statistic can be found on [page 80](#).

Source(s): IRI; Store Brands; [ID 417070](#)

Dollar sales of the private label fruit and nut snack category in U.S. retail stores in 2017, by segment (in million U.S. dollars)

U.S. dollar sales of private label fruit and nut snacks by segment 2017



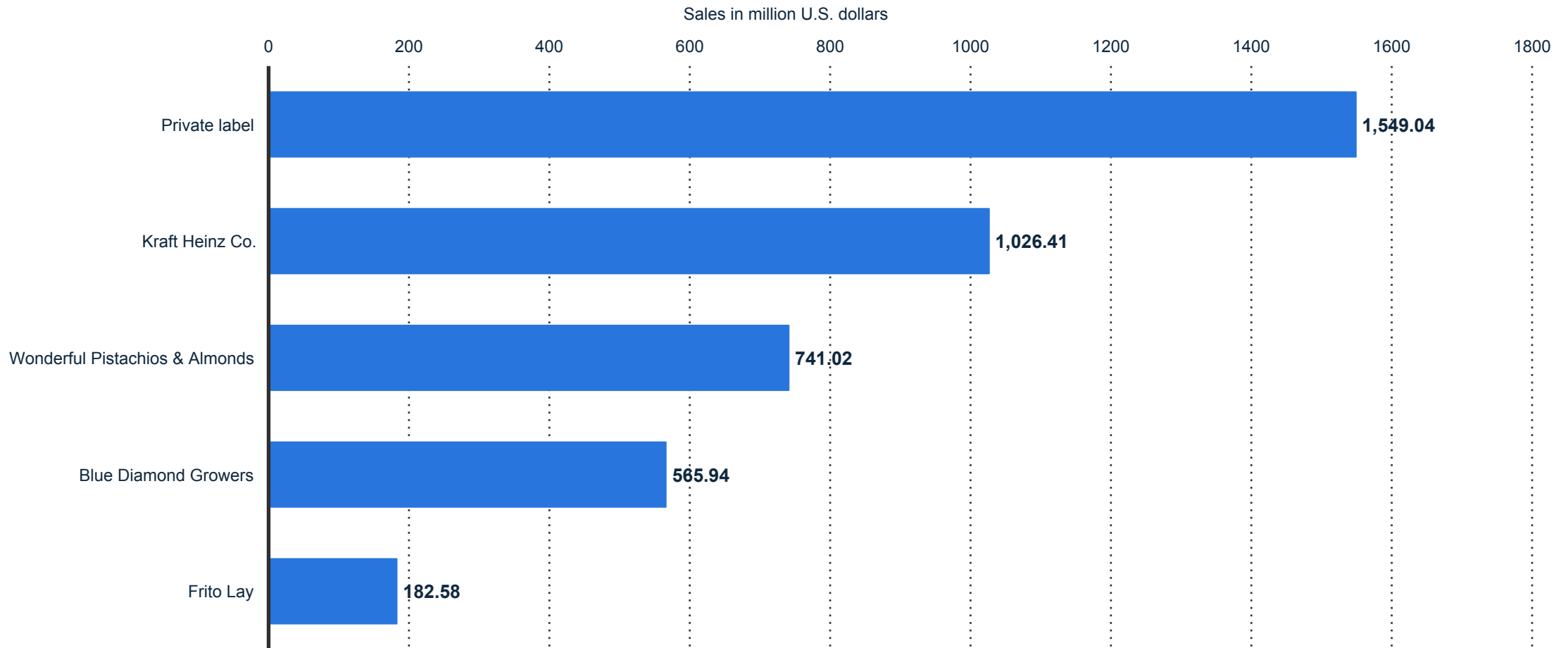
Note: United States; 2017

Further information regarding this statistic can be found on [page 81](#).

Source(s): IRI; Store Brands; [ID 417038](#)

Leading vendors of snack nuts in the United States in 2019, based on sales (in million U.S. dollars)

Sales of the leading snack nut vendors in the United States 2019



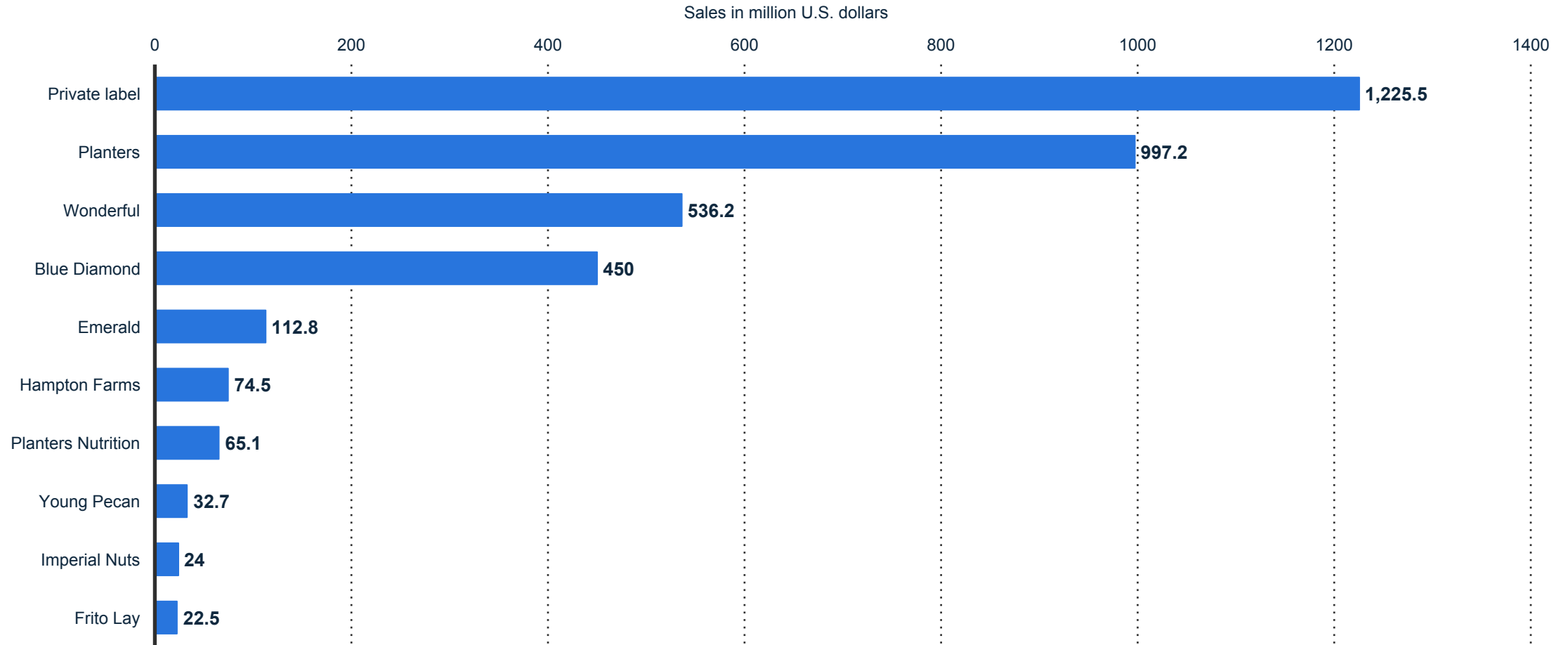
Note: United States; 52 weeks ending May 19, 2019

Further information regarding this statistic can be found on [page 82](#).

Source(s): IRI; Snack Food & Wholesale Bakery ; [ID 189609](#)

Sales of the leading snack nuts brands of the United States in 2016 (in million U.S. dollars)

U.S. snack nuts market: sales of the leading brands 2016



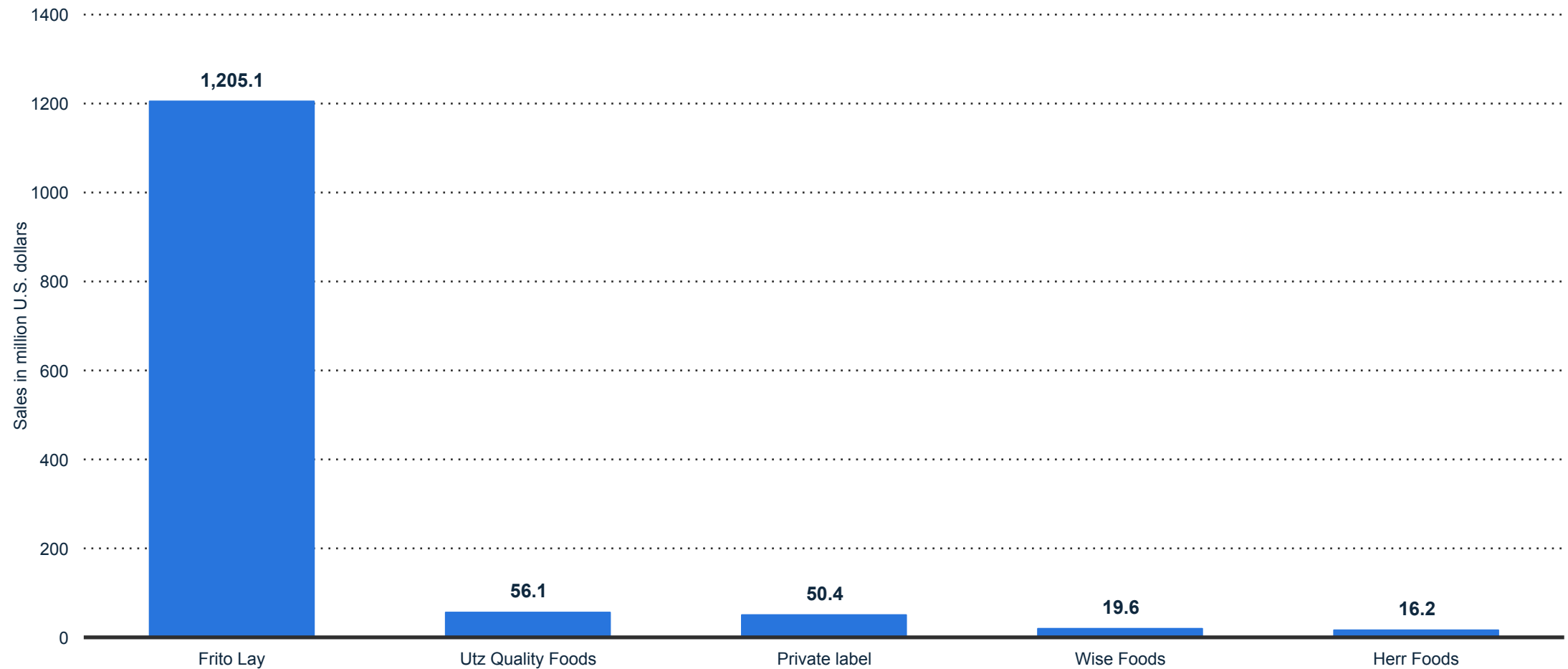
Note: United States; 52 weeks ended January 24, 2016

Further information regarding this statistic can be found on [page 83](#).

Source(s): IRI; Grocery Headquarters; [ID 189620](#)

Leading vendors of cheese snacks in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of cheese snacks in the United States 2017



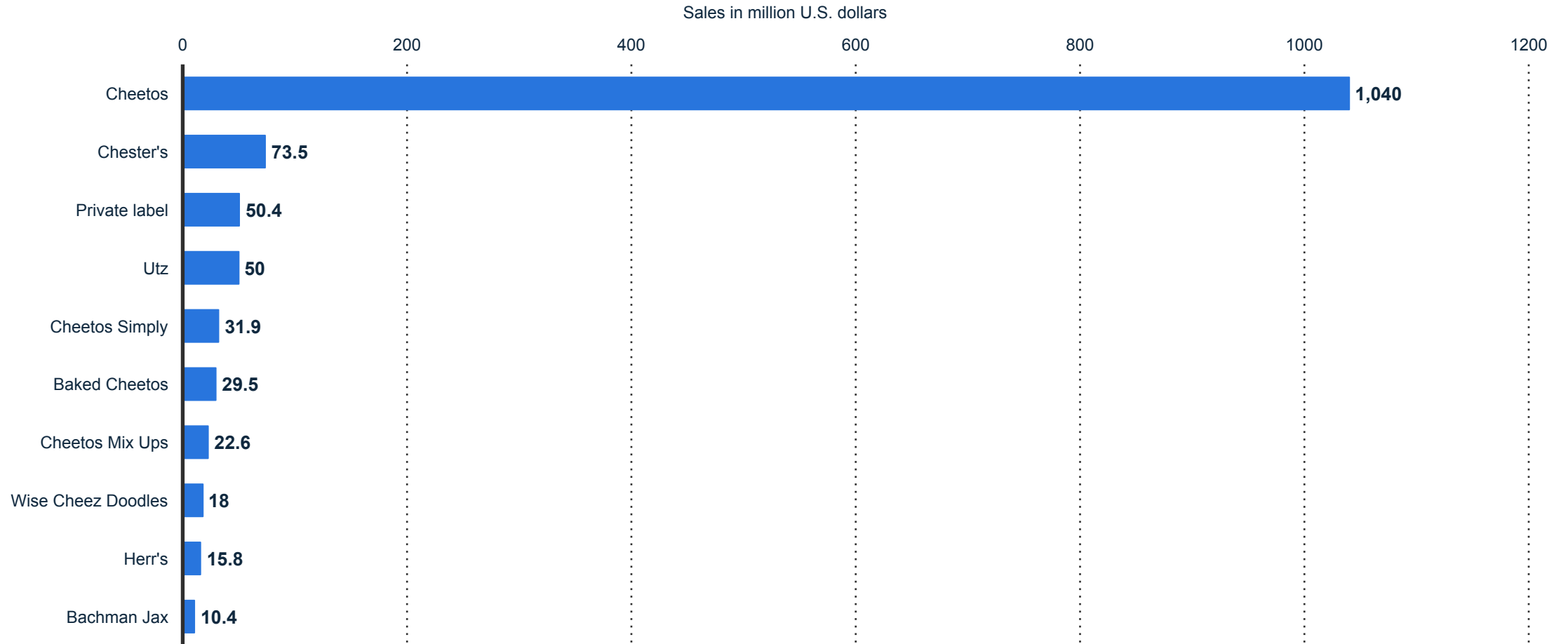
Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 84](#).

Source(s): Grocery Headquarters; IRI; [ID 188237](#)

Sales of the leading cheese snack brands of the United States in 2017 (in million U.S. dollars)

Leading cheese snack brands sales of the U.S. 2017



Note: United States; 52 weeks ended January 22, 2017

Further information regarding this statistic can be found on [page 85](#).

Source(s): Grocery Headquarters; IRI; [ID 188241](#)



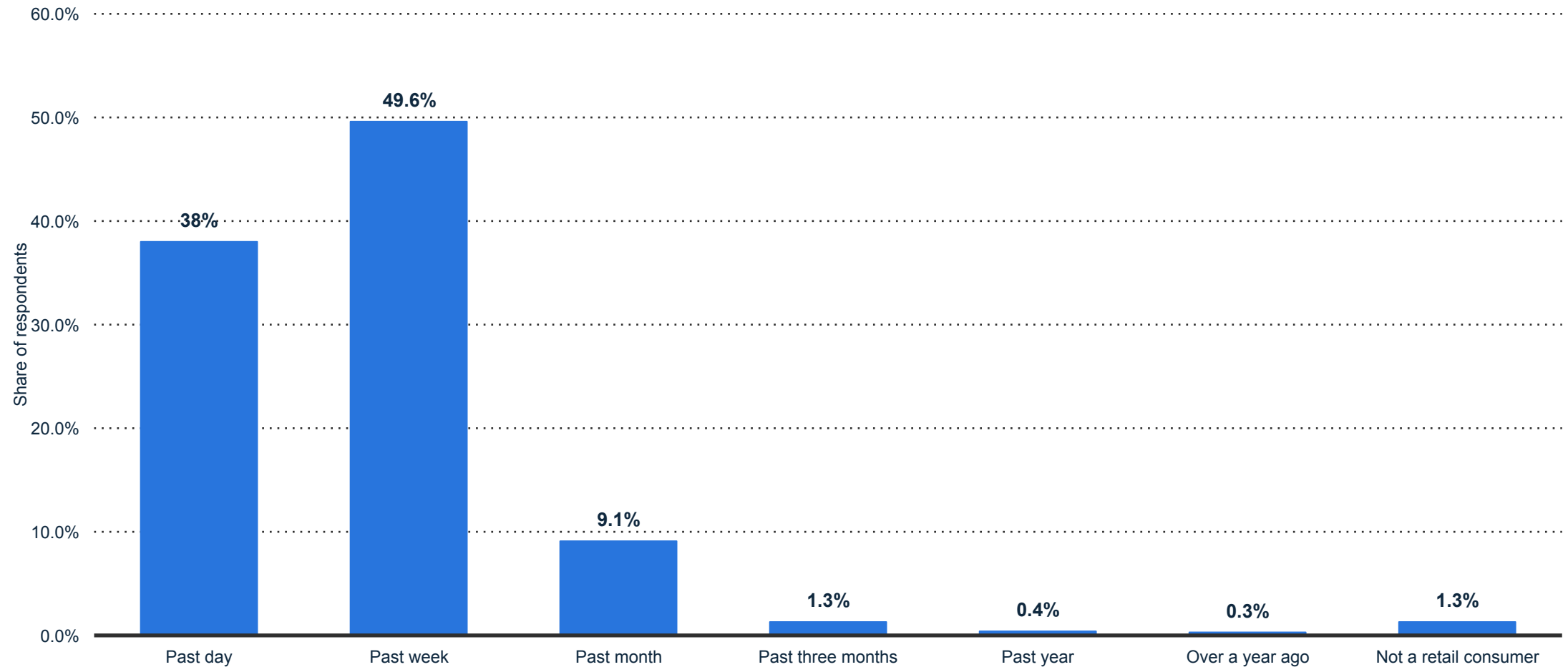
CONSUMER BEHAVIOR

Snack foods in the U.S.



When did you last purchase snack foods?

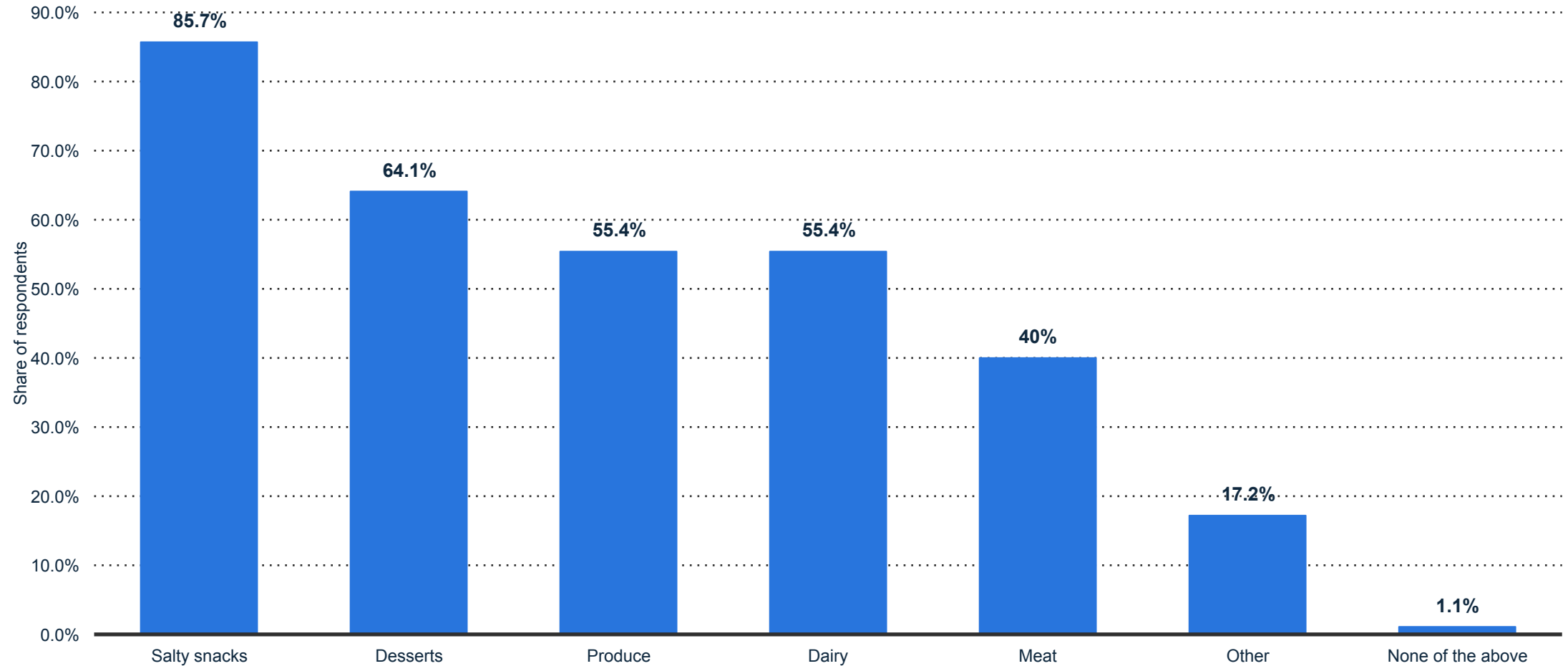
Time when U.S. consumers most recently bought snack foods 2017



Note: United States; April 2017; 18 years and older; 1,000
Further information regarding this statistic can be found on [page 86](#).
Source(s): AYTM; [ID 779564](#)

What type(s) of snack foods do you purchase regularly?

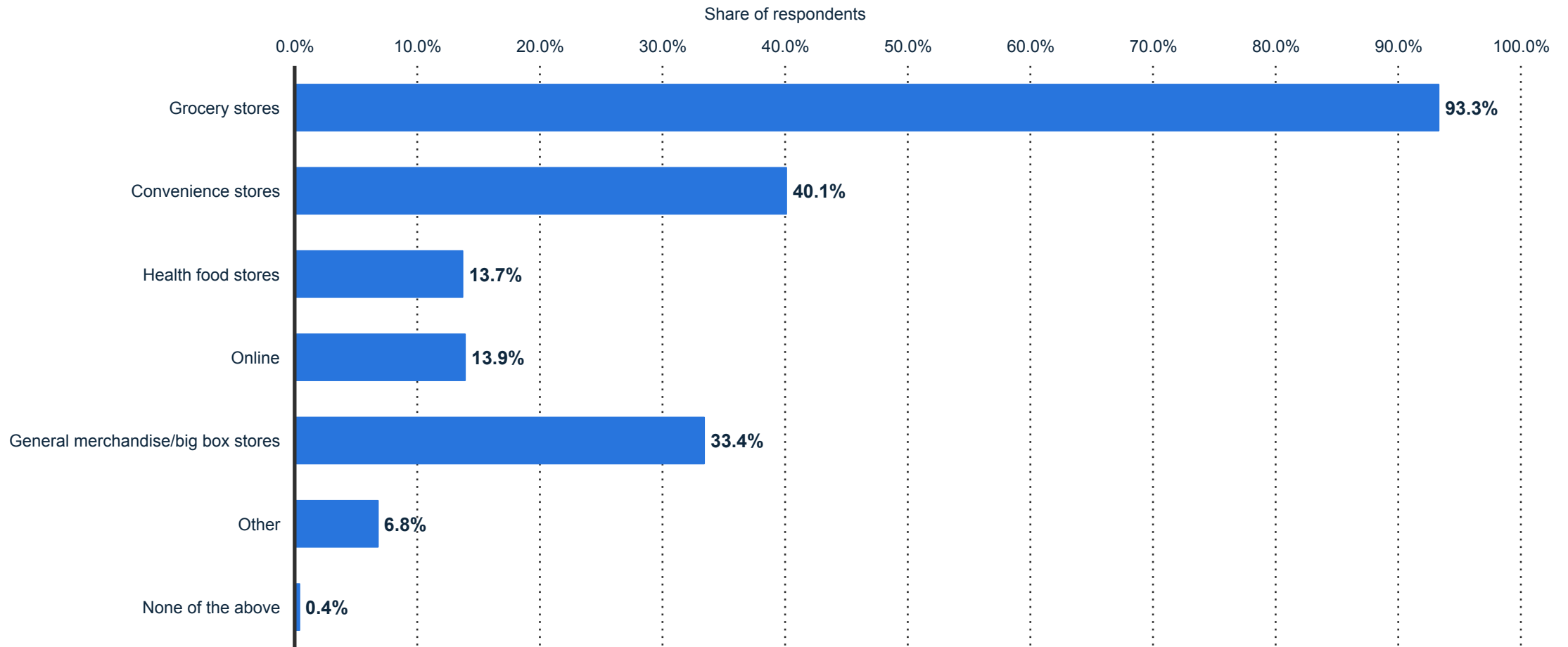
Snacks regularly purchased by U.S. consumers 2017



Note: United States; April 2017; 18 years and older; 1,000
Further information regarding this statistic can be found on [page 87](#).
Source(s): AYTM; [ID 779568](#)

Where do you usually purchase snack foods?

U.S. consumer snack purchase locations 2017



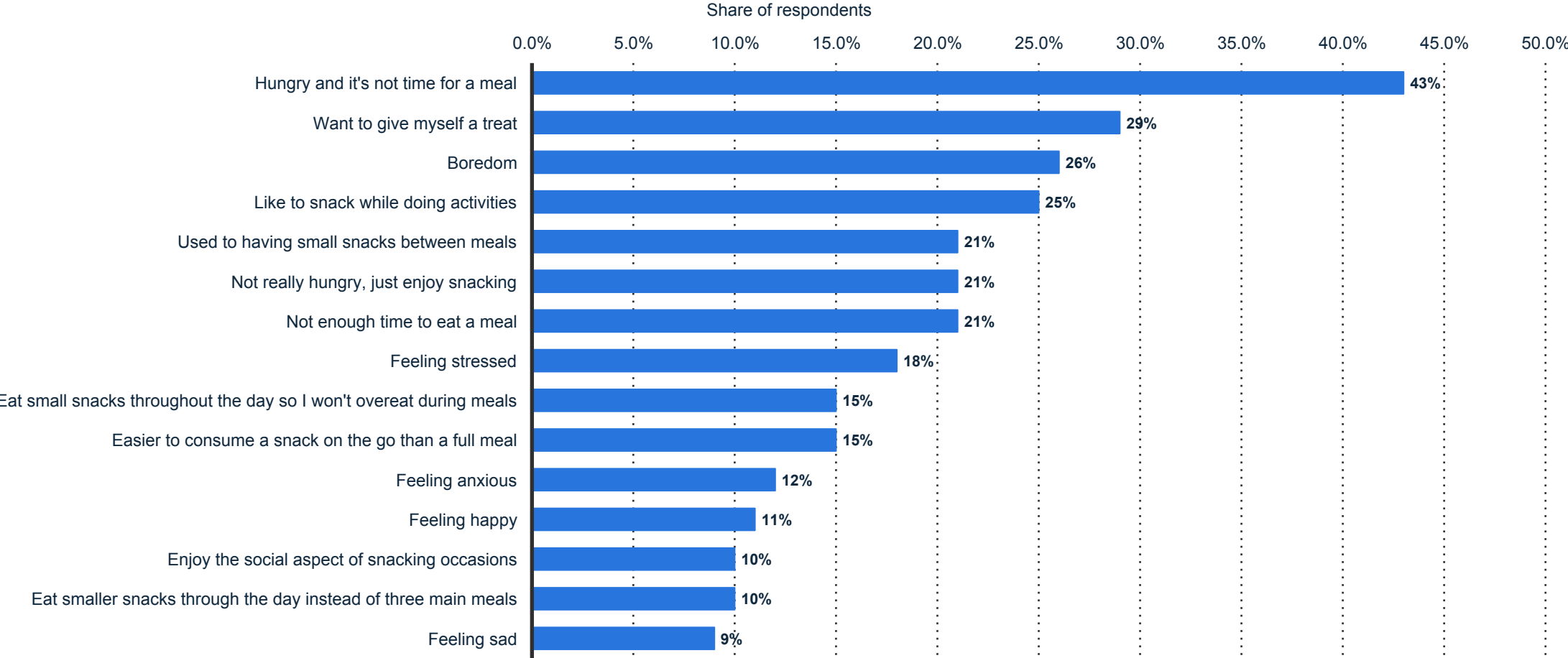
Note: United States; August 2017; 18 years and older; 987 Respondents

Further information regarding this statistic can be found on [page 88](#).

Source(s): AYTM; [ID 779575](#)

Motivations for snacking among consumers in the United States in 2018

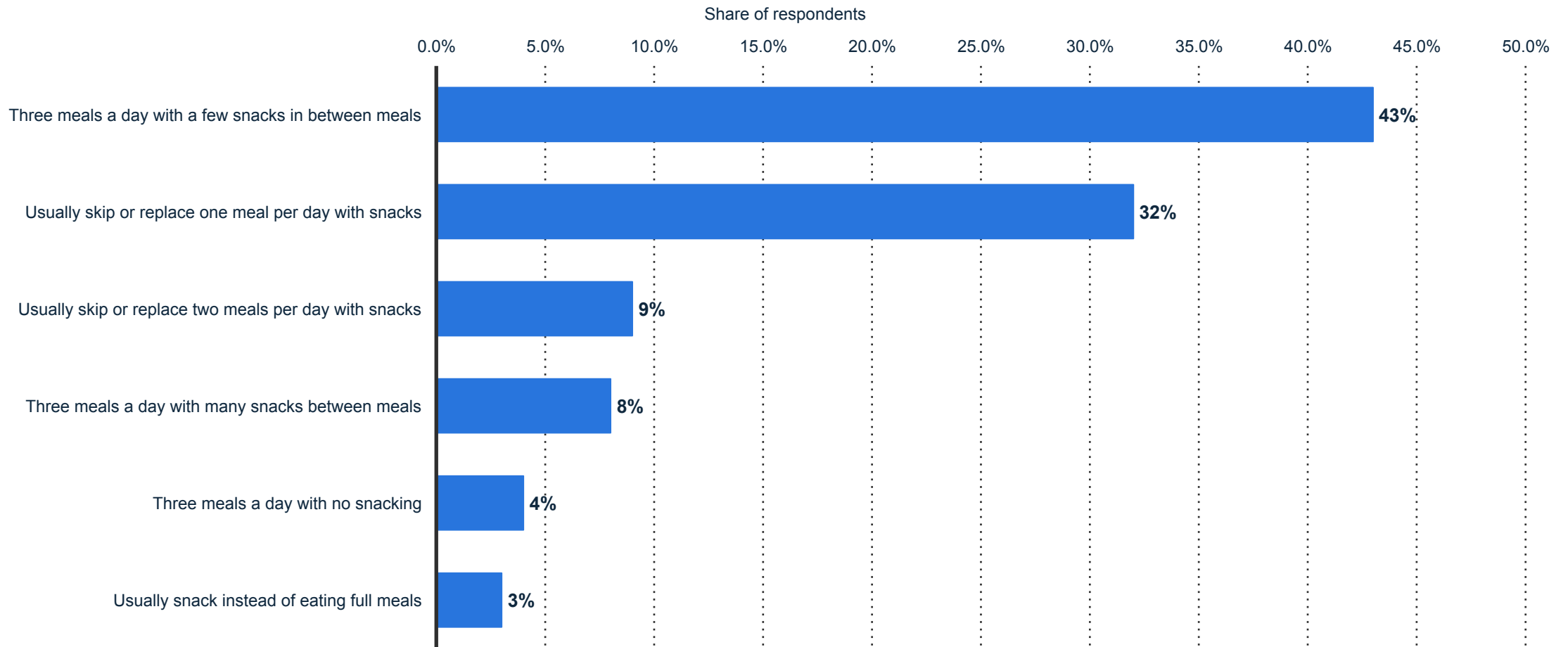
Reasons for snacking in U.S. 2018



Note: United States; 2018
Further information regarding this statistic can be found on [page 89](#).
Source(s): Winsight Grocery Business; Technomic; [ID 910261](#)

Typical snacking behavior among consumers in the United States in 2018

Share of U.S. consumers replacing meals with snacks 2018



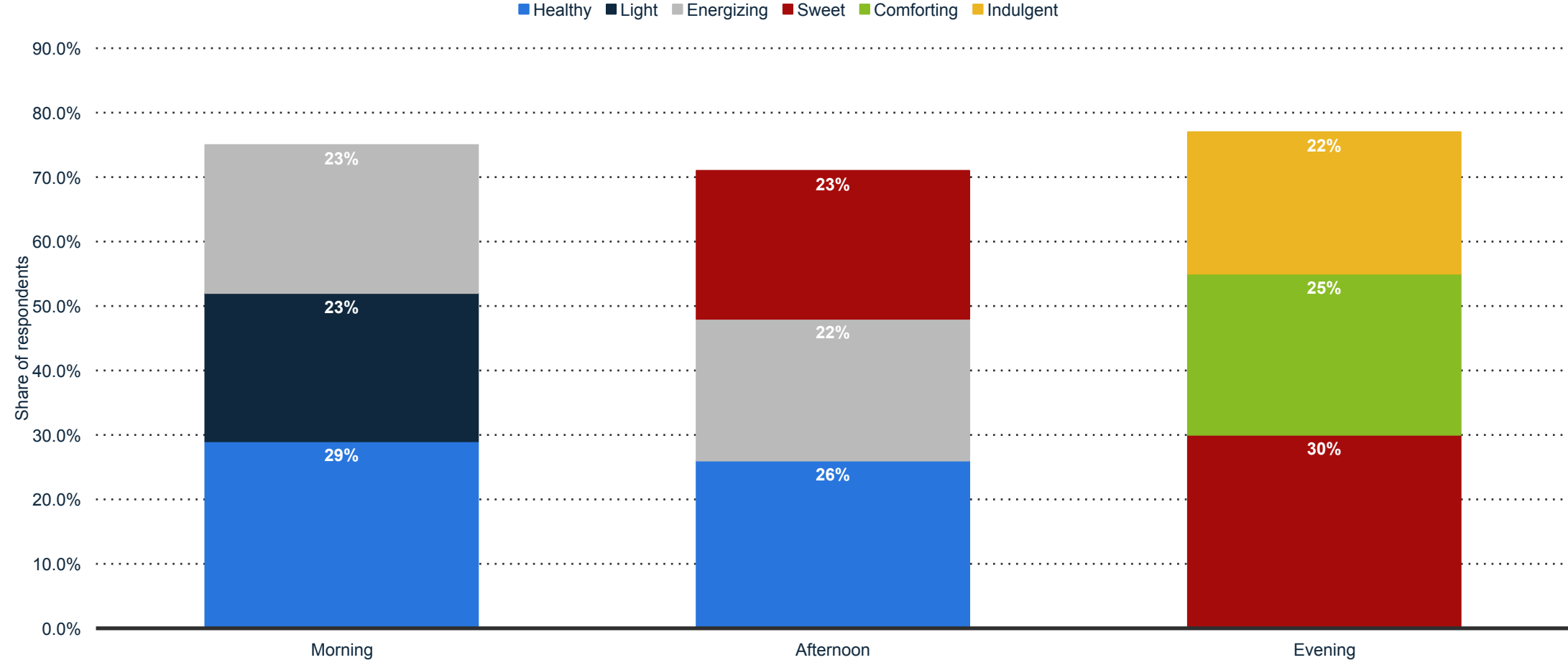
Note: United States; 2018

Further information regarding this statistic can be found on [page 90](#).

Source(s): Winsight Grocery Business; Technomic; [ID 910193](#)

Consumer preference for snack types in the United States in 2017, by time of day

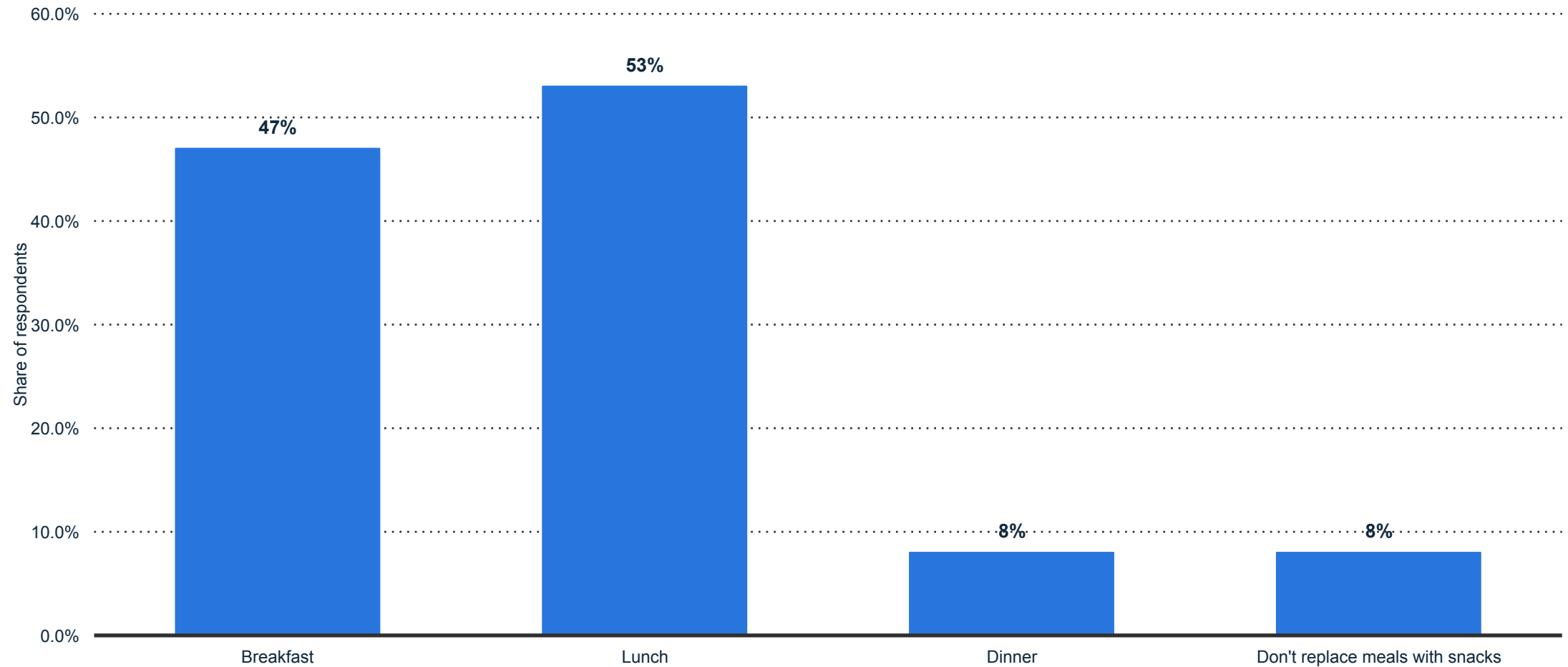
Preferred snack types of consumers in the United States in 2017, by time of day



Note: United States; 2017
Further information regarding this statistic can be found on [page 91](#).
Source(s): Mintel; [ID 869001](#)

Share of consumers who replace meals with snacks in the United States in 2018

Meals that often get replaced with snacks in the U.S. 2018



Note: United States; 2018

Further information regarding this statistic can be found on [page 92](#).

Source(s): Winsight Grocery Business; Technomic; [ID 910185](#)

REFERENCES

Snack foods in the U.S.

Sales value of snacks in the United States in 2017, by category (in billion U.S. dollars)

Snack dollar sales in the U.S. in 2017, by category

Source and methodology information

Source(s)	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ended April 1, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nielsen
Publication date	August 2017
Original source	nielsen.com
Website URL	visit the website

Notes:

n.a.

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Distribution of sales of on-the-go food snacks in the United States in 2017, by category

Dollar sales share of on-the-go snacks in the U.S. in 2017, by category

Source and methodology information

Source(s)	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ending September 9, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nielsen
Publication date	November 2017
Original source	www.nielsen.com
Website URL	visit the website

Notes:

n.a.

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Year-on-year growth of on-the-go food snack sales in the United States in 2017, by category

Dollar sales growth of on-the-go snacks in the U.S. in 2017, by category

Source and methodology information

Source(s)	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ending September 9, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Nielsen
Publication date	November 2017
Original source	www.nielsen.com
Website URL	visit the website

Notes:

Ranking is based on dollars sales.

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Category share of sweet goods sales in the United States in 2017, by type

U.S. category share of sweet goods sales 2017, by type

Source and methodology information

Source(s)	Grocery Headquarters; Perishables Group
Conducted by	Perishables Group
Survey period	52 weeks ending February 25, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	July 2017
Original source	Consumer Perishables Databook 2017, page 20
Website URL	visit the website

Notes:

Total U.S. sales for the 52 weeks ending February 25, 2017. The source does not provide the exact publication date. The given date is the date of access.

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Salty snack dollar sales in the United States in 2016, by category (in million U.S. dollars)

Salty snack market: dollar sales in the U.S. 2016, by category 2016

Source and methodology information

Source(s)	IRI; SNAC International
Conducted by	IRI
Survey period	52 weeks ending February 21, 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SNAC International
Publication date	May 2016
Original source	Snack World, May 2016, page 20 onwards
Website URL	visit the website

Notes:

Total U.S. sales for the 52 weeks ending February 21, 2016.

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Sales value of salty snacks in the United States in 2016, by company (in billion U.S. dollars)*

U.S. sales value of salty snacks 2016, by company

Source and methodology information

Source(s)	IRI; Amplify Snack Brands
Conducted by	IRI
Survey period	52 weeks ending March 20, 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Amplify Snack Brands
Publication date	June 2016
Original source	Amplify Snack Brands Inc.: Investor Presentation June 2016, page 10
Website URL	visit the website

Notes:

* IRI-tracked U.S. Multi-Outlet plus Convenience for latest 52 weeks ending March 20, 2016. Figures have been rounded.

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Dollar sales growth of healthy and indulgent snacks in the United States in 2016 (change to prior year)

Healthy versus indulgent snacks: dollar sales change in the U.S. 2016

Source and methodology information

Source(s)	IRI
Conducted by	IRI
Survey period	2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	IRI
Publication date	April 2016
Original source	How America Eats: 2016 State of the Snack Industry, page 16
Website URL	visit the website

Notes:

n.a.

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Average monthly dollar sales of salty snacks in U.S. convenience stores in 2018, by type (in U.S. dollars)

U.S. convenience stores: monthly sales of salty snacks per store, by type 2018

Source and methodology information

Source(s)	CSP; NACS
Conducted by	NACS
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CSP
Publication date	May 2019
Original source	cspdailynews.com
Website URL	visit the website

Notes:

n.a.

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Sales of private label salty snack products in U.S. retail stores in 2018, by segment (in million U.S. dollars)*

Sales of private label salty snack products in the U.S. 2018, by segment

Source and methodology information

Source(s)	Store Brands; IRI
Conducted by	IRI
Survey period	52 weeks ending January 28, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Store Brands
Publication date	April 2018
Original source	Store Brands Magazine, April 2018, pages 44 and 46
Website URL	visit the website

Notes:

* Total U.S. supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains, for the 52 weeks ending January 28, 2018. Does not include all salty snack subcategories.

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Leading vendors of snack size chocolate candy in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading vendors of chocolate candy (snack size) in the U.S. 2017

Source and methodology information

Source(s)	IRI; Grocery Headquarters
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 56
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading snack size chocolate candy brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading snack size chocolate candy brands of the U.S. 2017

Source and methodology information

Source(s)	IRI; Grocery Headquarters
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 56
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Leading vendors of non-chocolate chewy candy in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading vendors of non-chocolate chewy candy U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 58
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading non-chocolate chewy candy brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading non-chocolate chewy candy brands of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 58
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Leading vendors of breakfast, cereal, and snack bars in the United States in 2017, based on sales (in million U.S. dollars)

Sales of the leading breakfast, cereal and snack bar vendors in the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 51
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading breakfast, cereal and snack bar brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading breakfast, cereal and snack bar brands of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 51
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Leading vendors of granola bars in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of granola bars in the United States 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 76
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading granola bar brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading granola bar brands of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 76
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Dollar sales of the leading cookie vendors in the United States in 2017 (in million U.S. dollars)

Cookie market: key companies in the U.S. 2017, based on dollar sales

Source and methodology information

Source(s)	IRI; Grocery Headquarters
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 79
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Dollar sales of the leading cookie brands of the United States in 2017 (in million U.S. dollars)

U.S. cookie market: dollar sales of the leading brands 2017

Source and methodology information

Source(s)	IRI; Grocery Headquarters
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 79
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading saltine cracker vendors in the United States in 2019 (in million U.S. dollars)

Dollar sales of the leading saltine cracker vendors in the U.S. 2019

Source and methodology information

Source(s)	IRI; Snack Food & Wholesale Bakery
Conducted by	IRI
Survey period	52 weeks ending May 19, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Snack Food & Wholesale Bakery
Publication date	July 2019
Original source	Snack Food & Wholesale Bakery - State of the Industry Snacks 2019, page 20
Website URL	visit the website

Notes:

Total U.S. Multi-Outlet (Supermarkets, Drugstores, Mass Market Retailers, Gas/C-Stores, Military Commissaries and Select Club & Dollar Retail Chains). Numbers have been rounded to provide a better understanding of the statistic.

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Leading vendors of miscellaneous crackers in the United States in 2018, based on sales (in million U.S. dollars)*

Leading vendors of miscellaneous crackers in the U.S. 2018, based on sales

Source and methodology information

Source(s)	Food Business News; IRI
Conducted by	IRI
Survey period	52 weeks ended July 15, 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Food Business News
Publication date	October 2018
Original source	Corporate Profiles: State of the Industry Report 2018, page 22
Website URL	visit the website

Notes:

* Excluding breadsticks, crackers with fillings, graham crackers, matzoh crackers and saltine crackers. IRI-tracked sales for the 52 weeks ended July 15, 2018. Total U.S. Multi-outlet with C-Store (supermarkets, drugstores and mass market retailers, gas stations, convenience stores, military commissaries and select club & dollar retail chains). Figures have been rounded.

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Leading vendors of potato chips in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of potato chips in the United States 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 55
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading potato chip brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading potato chip brands of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 55
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Leading vendors of tortilla and tostada chips in the United States in 2019, based on sales (in million U.S. dollars)

Leading vendors of tortilla and tostada chips in the United States 2019

Source and methodology information

Source(s)	IRI; Snack Food & Wholesale Bakery
Conducted by	IRI
Survey period	52 weeks ending May 19, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Snack Food & Wholesale Bakery
Publication date	July 2019
Original source	Snack Food & Wholesale Bakery - State of the Industry Snacks 2019, page 54
Website URL	visit the website

Notes:

Total U.S. Multi-Outlet (Supermarkets, Drugstores, Mass Market Retailers, Gas/C-Stores, Military Commissaries and Select Club & Dollar Retail Chains). Numbers have been rounded to provide a better understanding of the statistic.

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Sales of the leading tortilla and tostada chip brands of the United States in 2017 (in million U.S. dollars)

Sales of the leading tortilla and tostada chip brands of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 55
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading pretzel vendors in the United States in 2019 (in million U.S. dollars)

Dollar sales of the leading pretzel vendors in the U.S. 2019

Source and methodology information

Source(s)	IRI; Snack Food & Wholesale Bakery
Conducted by	IRI
Survey period	52 weeks ending May 19, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Snack Food & Wholesale Bakery
Publication date	July 2019
Original source	Snack Food & Wholesale Bakery - State of the Industry Snacks 2019, page 36
Website URL	visit the website

Notes:

Total U.S. multi-outlet (supermarkets, drugstores, mass market retailers, gas/C-stores, military commissaries and select club & dollar retail chains) for the 52 weeks ended on May 19, 2019. Figures have been rounded.

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Dollar sales of the leading pretzel brands in the United States in 2017 (in million U.S. dollars)

U.S. pretzel market: dollar sales of the leading brands 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended July 9, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	September 2017
Original source	Grocery Headquarters - Center Store Handbook 2017, page 36
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass, military commissaries and select club and dollar retail chains for the 52 weeks ended July 9, 2017.

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Dollar sales of the fruit and nut snack category in U.S. retail stores in 2017, by segment (in million U.S. dollars)

U.S. dollar sales of fruit and nut snacks by segment 2017

Source and methodology information

Source(s)	IRI; Store Brands
Conducted by	IRI
Survey period	2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Store Brands
Publication date	July 2017
Original source	Store Brands Magazine, July 2017, page 52
Website URL	visit the website

Notes:

Total U.S. supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains, for the 52 weeks ending March 19, 2017.

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Dollar sales of the private label fruit and nut snack category in U.S. retail stores in 2017, by segment (in million U.S. dollars)

U.S. dollar sales of private label fruit and nut snacks by segment 2017

Source and methodology information

Source(s)	IRI; Store Brands
Conducted by	IRI
Survey period	2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Store Brands
Publication date	July 2017
Original source	Store Brands Magazine, July 2017, page 52
Website URL	visit the website

Notes:

Total U.S. supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains, for the 52 weeks ending March 19, 2017.

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Leading vendors of snack nuts in the United States in 2019, based on sales (in million U.S. dollars)

Sales of the leading snack nut vendors in the United States 2019

Source and methodology information

Source(s)	IRI; Snack Food & Wholesale Bakery
Conducted by	IRI
Survey period	52 weeks ending May 19, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Snack Food & Wholesale Bakery
Publication date	July 2019
Original source	Snack Food & Wholesale Bakery - State of the Industry Snacks 2019, page 46
Website URL	visit the website

Notes:

Total U.S. Multi-Outlet (Supermarkets, Drugstores, Mass Market Retailers, Gas/C-Stores, Military Commissaries and Select Club & Dollar Retail Chains). Numbers have been rounded to provide a better understanding of the statistic.

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Sales of the leading snack nuts brands of the United States in 2016 (in million U.S. dollars)

U.S. snack nuts market: sales of the leading brands 2016

Source and methodology information

Source(s)	IRI; Grocery Headquarters
Conducted by	IRI
Survey period	52 weeks ended January 24, 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2016
Original source	State of the Industry Almanac 2016, page 72
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 24, 2016.

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Leading vendors of cheese snacks in the United States in 2017, based on sales (in million U.S. dollars)

Leading vendors of cheese snacks in the United States 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 76
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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Sales of the leading cheese snack brands of the United States in 2017 (in million U.S. dollars)

Leading cheese snack brands sales of the U.S. 2017

Source and methodology information

Source(s)	Grocery Headquarters; IRI
Conducted by	IRI
Survey period	52 weeks ended January 22, 2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Grocery Headquarters
Publication date	April 2017
Original source	State of the Industry Almanac 2017, page 76
Website URL	visit the website

Notes:

Total U.S. sales through supermarkets, drugstores, mass market retailers, military commissaries and select club and dollar retail chains for the 52 weeks ended January 22, 2017.

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When did you last purchase snack foods?

Time when U.S. consumers most recently bought snack foods 2017

Source and methodology information

Source(s)	AYTM
Conducted by	AYTM
Survey period	April 2017
Region(s)	United States
Number of respondents	1,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	AYTM
Publication date	April 2017
Original source	aytm.com
Website URL	visit the website

Notes:

n.a.

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What type(s) of snack foods do you purchase regularly?

Snacks regularly purchased by U.S. consumers 2017

Source and methodology information

Source(s)	AYTM
Conducted by	AYTM
Survey period	April 2017
Region(s)	United States
Number of respondents	1,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	AYTM
Publication date	April 2017
Original source	aytm.com
Website URL	visit the website

Notes:

n.a.

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Where do you usually purchase snack foods?

U.S. consumer snack purchase locations 2017

Source and methodology information

Source(s)	AYTM
Conducted by	AYTM
Survey period	August 2017
Region(s)	United States
Number of respondents	987
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	AYTM
Publication date	August 2017
Original source	aytm.com
Website URL	visit the website

Notes:

n.a.

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Motivations for snacking among consumers in the United States in 2018

Reasons for snacking in U.S. 2018

Source and methodology information

Source(s)	Winsight Grocery Business; Technomic
Conducted by	Technomic
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	July 2018
Original source	Winsight Grocery Business July 2018, page 56
Website URL	visit the website

Notes:

n.a.

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Typical snacking behavior among consumers in the United States in 2018

Share of U.S. consumers replacing meals with snacks 2018

Source and methodology information

Source(s)	Winsight Grocery Business; Technomic
Conducted by	Technomic
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	July 2018
Original source	Winsight Grocery Business July 2018, page 56
Website URL	visit the website

Notes:

n.a.

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Consumer preference for snack types in the United States in 2017, by time of day

Preferred snack types of consumers in the United States in 2017, by time of day

Source and methodology information

Source(s)	Mintel
Conducted by	Mintel
Survey period	2017
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Mintel
Publication date	June 2017
Original source	mintel.com
Website URL	visit the website

Notes:

No further methodology information was offered by the source.

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Share of consumers who replace meals with snacks in the United States in 2018

Meals that often get replaced with snacks in the U.S. 2018

Source and methodology information

Source(s)	Winsight Grocery Business; Technomic
Conducted by	Technomic
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Winsight Grocery Business
Publication date	July 2018
Original source	Winsight Grocery Business July 2018, page 56
Website URL	visit the website

Notes:

n.a.

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