

Crackers - US - September 2003 (\$2995.00)

Americans love to snack, to the benefit of the cracker industry. Crackers fulfill many roles for snackers, popular both on their own and as an accompaniment to foods such as soup, cheese, and meat. A popular feature of food culture in both daily and special-occasion snacking and dining, crackers will continue to be a mainstay of the American diet.

This report examines the growth potential for the US cracker market, as well as product distribution and the supply structure. Original consumer research examines attitudes and behavior by age, gender, ethnicity and income group, and a six-year trend analysis predicts future growth.

Research data and analysis answer questions such as:

- Where are the majority of crackers being purchased?
- How does cracker consumption vary among different age groups?
- What changing consumer habits have affected the cracker market?
- Which consumers are looking for healthy cracker alternatives?

This report includes crackers and saltines of all kinds, including graham crackers, flavored and unflavored crackers, cheese crackers, sprayed butter crackers, and crackers of all sizes.

Excluded are potato chips, nuts, seeds, pork rinds, pretzels, bars, rice cakes and other non-related snacking items. Also excluded are snack mixes (also known as party mixes), which may contain crackers, but also contain other non-cracker snack items such as peanuts, pretzels, and cereal bits. Cracker and cheese or meat products packaged together are also excluded.

This report contains US IRI InfoScan data. Report contents may be subject to change prior to the date of publication.

A number of U.S. reports covering related sectors have been published, are planned, or are in preparation, including:

- Cookies and Cookie Bars - US Report, August 2003
- Kid's Snacking - US Report, August 2003
- Healthy Snacking - US Report, July 2003
- Meat Snacks - US Report, May 2003
- Salty Snacks - US Report, March 2003
- Kosher Foods - US Report, February 2003
- Cheese - US Report, February 2003
- Frozen Snacks - US Report, October 2002
- Lifestyles of Older Adults - US Report, October 2002
- Cereal Bars - US Report, September 2002
- Packaged Breakfast and Sandwich Meats - US Report, August 2002
- Organic Foods - US Report, June 2002
- Soups - US Report, June 2002
- Teen Consumer - US Report, June 2002
- Kids' and Teens' Eating Habits - US Report, May 2002
- Meal Kits - US Report, April 2002
- Eating Habits, Attitudes & Concerns - US Report, February 2002
- Nuts & Dried Fruit - US Report, February 2002
- Salad and Salad Accompaniments - US Report, January 2002
- Vegetarian Food - US Report, November 2001
- Chocolate Confectionery - US Report, October 2001
- Crackers - US Report, September 2001
- Cookies - US Report, August 2001

Other Mintel reports of relevance include:

- Non-Sweet Biscuits - UK - October 2003