Celebrating the UK snacks industry
Savoury snacks and the UK economy

The savoury snacks sector makes a significant contribution to the country’s manufacturing base, which is vital to the UK economy.

Market Value

The total value of the savoury snack industry in the UK is estimated at £3,222 million.

In 2019, the UK crisps and savoury snacks market was estimated at £2,581 million. For the same period nuts were valued at £319 million, popcorn at £127 million and baked snacks at £195 million.

Savoury snack manufacturers make up a vital part of the food and drink manufacturing sector, the largest and most innovative manufacturing sector within the UK. We represent around 2.7% of the agri-food sector’s total value.

<table>
<thead>
<tr>
<th>Category</th>
<th>Value (million)</th>
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</thead>
<tbody>
<tr>
<td>Crisps</td>
<td>£1,081</td>
</tr>
<tr>
<td>Snacks</td>
<td>£1,500</td>
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<tr>
<td>Nuts</td>
<td>£319</td>
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<tr>
<td>Popcorn</td>
<td>£127</td>
</tr>
<tr>
<td>Baked</td>
<td>£195</td>
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Source: Nielsen data, 52w/e 28/12/19, Total Coverage, Value Sales

Employment

There are over 170 different businesses operating within the UK snacks sector. Savoury snack manufacturers directly employ over 10,000 people.

Over 75% of these sites are located outside London and the South East and in particular, the sector is a major employer in both the East Midlands and the North East of England.

We continue to play our role in helping to rebalance the UK economy. In particular our sector supports UK farming jobs, with over 95% of all potato crisps manufactured in the UK being made from home grown potatoes.
Farming

In 2018/2019 SNACMA members purchased around 575,000 tonnes of fresh potatoes, equivalent to 12,800 hectares of land or 10% of UK potato volume.

This is a significant amount and manufacturers who process potatoes are becoming more and more important to UK farmers as we observe a long term decline in sales of fresh potatoes.

Savoury snack manufacturers provide stability by developing long-term relationships with UK farmers. This ensures fair prices for both farmers and for the sector in seasons of plenty, and in seasons of short supply.

The UK savoury snacks industry is a real success story. We are driven by talented and bright people that not only embrace our sector’s heritage, but also, through their specialist knowledge and skills, are able to drive innovation and quality, and continue to build upon the industry’s existing world class reputation.

Crisps & Savoury Snacks Exports

We are helping to drive exports and in 2018 we exported more than £145 million worth of products (+5% y-o-y growth).

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Top European export markets

01 Ireland
02 France
03 Netherlands
04 Germany
05 Belgium
Savoury snacks are enjoyable treats. Eaten in moderation they can be part of a well-balanced and healthy diet.

**Saturated Fats**

Savoury snacks now contribute less than 1% of an average adult’s total saturated fat intake, according to the National Diet & Nutrition Survey (NDNS).

By using alternative vegetable oils which are lower in saturated fat, such as sunflower, rapeseed, corn and olive, the industry has managed to reduce the saturated fat content of its products by more than 70% since 2003, and in doing so has removed an estimated 60,000 tonnes of saturated fat from the UK diet.

At the same time as removing saturated fats, the total fat content for the average potato crisp has fallen by around 23% (since 1991), and the sector has also completely eliminated the use of partially hydrogenated vegetable oils in its products.

**Average Consumption**

Our contribution to dietary intake of calories, salt, total fat and saturates is relatively low because our products are typically consumed in small amounts.

According to the NDNS men on average eat approximately 9g of crisps and savoury snacks per day, whilst women on average eat just 6g per day, the equivalent of between 2 to 3 packets of snacks a week.

The small amount consumed may come as a surprise, but in fact most crisps and savoury snacks in the UK are actually purchased in multi-packs (78%), and the average weight of a pack within these multipacks is only 24g.
Savoury snacks come in a very wide variety of choices, recognising the demand from consumers for tasty, innovative and convenient products. The industry has developed and introduced many ‘better-for-you’ alternatives onto the market, and has also spent significant resources in reformulating ‘standard’ products to improve their nutritional profiles.

Salt

Our sector is also leading the way on salt reduction. According to the latest NDNS, less than 2% of our dietary intake is derived from crisps and savoury snacks.

Our products are not one of the top ten largest contributors to dietary salt intakes, because they are typically eaten in small amounts. Crisps often taste salty because the salt is applied to the surface of the snack. Other common everyday foodstuffs such as bread, meats and cheese may contain more salt or contribute more to dietary intakes.

A strong future for snacks

We’ve seen fantastic innovations within the sector over the past decade, introducing many new and improved products to the market including the use of whole grains and increased fibre contents. In particular a rapid expansion of new techniques such as baked, high pressure ‘popping’, and even a return to old classics such as traditional popcorn (albeit with modern twists on flavours) will continue to fuel these developments.

The UK savoury snacks industry will remain as a world leader, and all of this whilst still providing what the customer ultimately demands from our products - one of life’s simple pleasures, a tasty and convenient treat.
Our products and who we are

The Snack, Nut and Crisp Manufacturers Association (SNACMA) is the trade association for the savoury snack-food industry in the UK.

We represent manufacturers of potato crisps, extruded snacks, corn chips / tortillas, baked snacks, savoury crackers, pretzels, popcorn, pork scratchings, peanuts and other snack nuts.

At the core of our products are everyday staple food ingredients like vegetables, grains and oils. As an industry we pride ourselves on quality and we work closely with UK farmers and plant breeders to ensure we use the best ingredients available.

As a responsible industry, we listen to consumer demands for healthier products and we spend millions each year on innovation and on improving the nutrition of our products.

SNACMA membership is open to any savoury snack manufacturer operating within the UK. Our current membership is responsible for over 90% of all UK sales, which allows us to speak with authority as the voice of the savoury snack industry. Further details on the information presented in this brochure are available on request from the SNACMA secretariat.

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