

# Celebrating the savoury snacks industry in the UK



# Savoury snacks and the UK economy

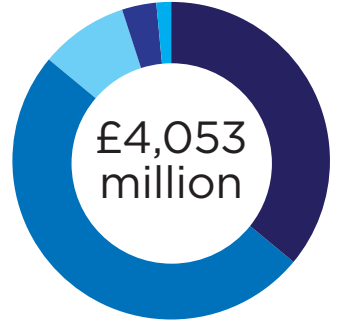
The savoury snacks sector makes a significant contribution to the country's manufacturing base, which is vital to the UK economy.

## Market Value

**The total value of the savoury snack industry in the UK is estimated at £4,053 million.**

In 2023, the UK crisps and savoury snacks market was estimated at £3,483 million. For the same period nuts were valued at £367m, popcorn at £144m and meat snacks at £60m.

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.



**Crisps**  
£1,458 million



**Snacks\***  
£2,025 million



**Nuts**  
£367 million



**Popcorn**  
£144 million



**Meat snacks\*\***  
£60 million

\*Includes World Food (any savoury snacks product merchandised in the World Food aisle)

\*\*Meat Snacks (any shelf stable bagged savoury snacks product, including pork scratchings, billtong, and beef jerky)

## 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.



**10,000+**



**170+**  
companies

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.

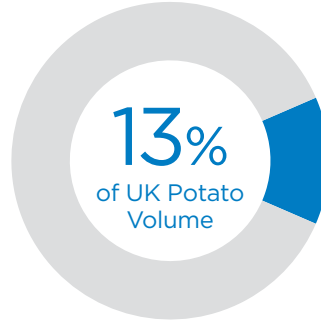


## Farming

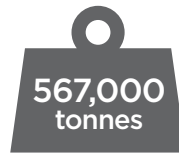
**In 2021/2022 SNACMA members purchased around 567,000 tonnes of fresh potatoes, equivalent to 12,250 hectares of land or approximately 13% of UK potato volume.**

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.



equivalent to



or



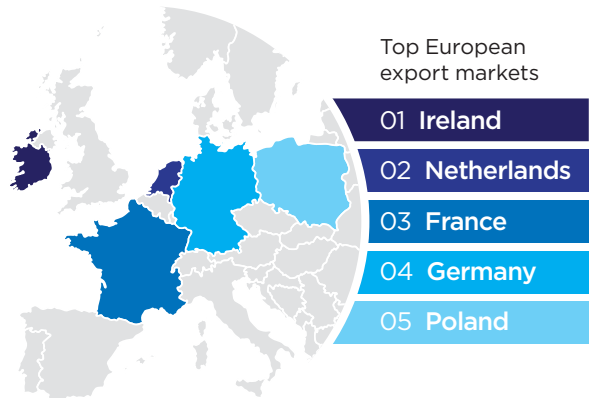
## Crisps & Savoury Snacks Exports

**We are helping to drive exports and in 2022 we exported more than £123 million worth of crisps and savoury snacks products.**

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.

2022 total UK exports

**£123 million**



# Savoury snacks and health

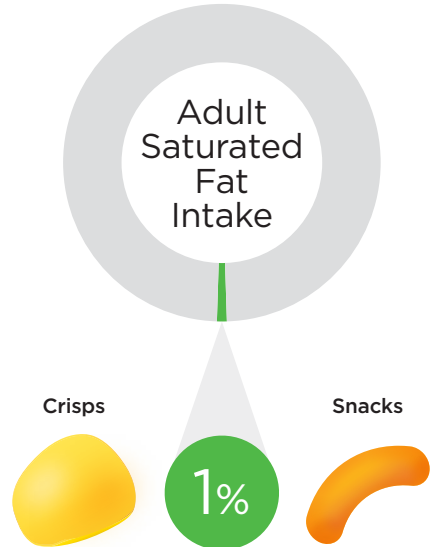
Savoury snacks are enjoyable treats. Eaten in moderation they can be part of a well-balanced and healthy diet.

## Saturated Fats

**Savoury snacks now contribute just 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, including sunflower and rapeseed, industry has managed to reduce the saturated fat content of many products such as sliced potato crisps by more than 70% since 2003\*\* and in doing so has removed thousands of tonnes of saturated fat from the UK diet.

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



\*NDNS Y9-11, 2016-2019

\*\*McCance and Widdowson's The Composition of Food, 2021

\*\*\*McCance and Widdowson's The Composition of Food, 1991

## Average Consumption

**According to the latest Defra Family Food statistics\*, on average 66g of crisps and potato snacks are purchased per week. This is the equivalent of 2 to 3 packets per week (the most commonly consumed portion size for an adult is between 20 and 30g\*\*).**

The latest NDNS\*\* also informs that savoury snacks contribute just 2% of an adult's daily calorie intake and 3% of an adult's daily fat intake, confirming that they are typically consumed in moderation.



\*Defra Family Food 2020/21

\*\* NDNS Y9-11, 2016-2019

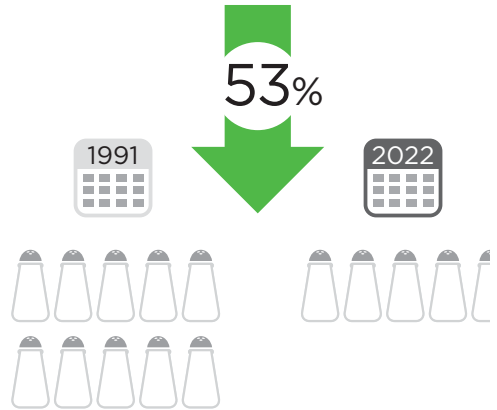
Savoury snacks come in a very wide variety of choices, recognising the demand from consumers for tasty, innovative and convenient products to suit a range of eating occasions. The industry has developed and introduced many 'better-for-you' alternatives onto the market, and has also spent significant resources in reformulating 'standard' products to improve their nutritional profiles.

## Salt

**Our sector is also leading the way on salt reduction. For example, since 1991 manufacturers have voluntarily reduced the amount of salt in standard crisps by 53%.\***

According to the latest NDNS\*\*, less than 2% of our dietary intake is now derived from crisps and savoury snacks.

Our products are not one of the top contributors to dietary salt intakes, because they are typically eaten in small amounts.

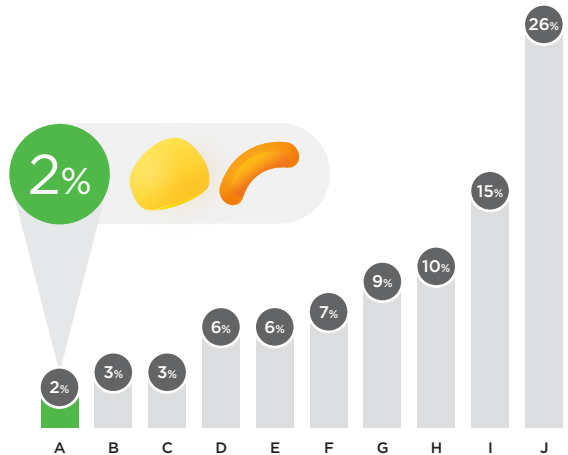


\*Comparison of SWA figures for SNACMA Member Companies 2021/22 and McCance and Widdowson's The Composition of Food, 1991  
 \*\*NDNS Y9-11, 2016-2019

## Dietary Salt Intake

### Adults 19-64

- A** Savoury snacks
- B** Eggs and egg dishes
- C** Soup
- D** Fish and fish dishes
- E** Savoury sauces, pickles, gravies and condiments
- F** Pasta, rice, pizza and other miscellaneous cereals
- G** Vegetables, potatoes (incl. all sub-categories)
- H** Milk and milk products (incl. all sub-categories)
- I** Bread (white, wholemeal, granary, wheatgerm, other breads)
- J** Meat and meat products (incl. all sub-categories)



\*NDNS Y9-11, 2016-2019

## A strong future for snacks

Industry has responded positively to multiple government initiatives and legislation changes over the past decades, and has reformulated many of its products to ensure compliance with the England HFSS promotion restrictions and with future UK-wide advertising restrictions. The sector continues to improve its products and innovate across all UK nations.

**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 Potato Processors' Association (PPA) is the umbrella trade association for UK manufacturers of frozen and chilled chips and potato products, potato crisps, potato based snack products and dehydrated potatoes.

PPA incorporates both the Frozen and Chilled Potato Processors' Association (FCPPA) and SNACMA. Our membership includes the leading UK manufacturers in these sectors. Further details on the information presented in this brochure are available on request from the PPA secretariat.

