

# Niche Concern or Major Opportunity? The State of Plant-Based Snacking

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## INTRODUCTION

Scope

Niche concern or major opportunity? The state of plant-based snacking

## STATE OF PLANT-BASED IN SNACKS

Plant-based: A trend spread across the entire food spectrum and quickly gaining in snacks

Vegans and vegetarians are snacking more between meals than average

“Vegan” established as a leading snack claim in 2022

Plant-based snack innovations overcome slight growth disruption

Regulations and consumer perceptions must be verified before acting on a plant forward claim

## KEY CONSIDERATIONS FOR PLANT-BASED SNACKS

Plant-based snacking should align with the essence of general snacking

Plant-based snack claims should align with consumer concerns and demands

Health search can be partially addressed with plant-based formulations and claims

Plant-based also makes snacks accessible to consumers with dietary restrictions

Case study: IQ Bar highlights the indulgence and health pillars behind plant-based snacking

Plant-based is also tackling sustainability and animal welfare concerns

Natural and organic are leading features for the eco-conscious

Chocolate confectionery R&D offer new sustainable possibilities for a debated industry

Plant-based positions as premium, while consumers hope to reduce on dairy

Case study: A bean-to-bar chocolate brand introduces vegan chocolate covered nuts

Indulgent features should not be put aside, despite vegan products' properties

Ice cream heavily leans into indulgence to promote its products

Case study: Jude's to transform 50% of portfolio to vegan by 2025, to cut carbon

Plant-based products to tie with clear but multiple key snacks trends to succeed.

## MARKET OPPORTUNITIES FOR PLANT-BASED SNACKS

Opportunities exist to meet growing plant-based demand across countries

Plant-based claims do not always mean 360° innovation or completely new recipes

Plant-based snacking remains niche but should grow as consumers reflect on their habits

Key takeaways

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