

United Kingdom Healthy Snacks Market Assessment, By Product Type [Dried Fruits, Nuts and Seeds, Bakery, Confectionery, Dairy, Others], By Claim [Gluten-Free, Low/No Sugar, Low/No Fat, Others], By Packaging Type [Bag and Pouches, Boxes, Cans, Jars, Others], By Distribution Channel [Supermarkets and Hypermarkets, Departmental/Convenience Stores, Online, Others], By Region, Opportunities, and Forecast, 2018-2032F

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Report description:

United Kingdom (UK) healthy snacks market is projected to witness a CAGR of 7.93% during the forecast period 2025-2032, growing from USD 551 million in 2024 to USD 1014.61 million in 2032. The market has subsequently experienced rapid growth over the last few years, mostly due to rising consumer preferences, health and environmental concerns for plant-based diets, and advancements in food technology. A large population demands plant-based snacks due to seeking healthier and more sustainable food alternatives. Increasingly popular products feature lentils, pulses, and other plant proteins. UK adults are trying to cut down on their meat intake, and hence the market witnesses the popularity of vegan snacks as a more appropriate substitute. There are interestingly growing demands by consumers for general snacking options that serve important functions such as a source of gut health and energy. Another burgeoning development is high-protein snacks, including those beneficial for keto diets. Hence, investments and funds are being raised for further advanced brands.

For instance, in July 2024, Supernatural Food Ltd. (Boundless Activated Snacks gained financial backing from several industry heavyweights, including Graze co-founder. With natural ingredients that are gut-friendly, Boundless provides a variety of plant-based, gluten-free crisps, nuts, and seeds. Value sales for the company have increased by 110.2% year over year, while volume has increased by 171%.

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Some other market driving trends in that region are renewed interest in snacking on proteins derived from animal products. Protein chips sourced from chicken breast and bone broth can attract momentum within consumers who seek paleo-friendly or keto-friendly snacks. That is, one would view the trend as heading toward letting the consumers include more animal products in their health menu.

Rising Health Consciousness and Transforming Lifestyle Catalyses Market Expansion

Increasing health awareness is revolutionizing the snack industry among consumers in the UK. A better understanding of nutrition, well-being, and the long-term effects of diet has resulted in increased demand for snacks that are naturally and minimally processed. Consumers are looking for their foods to include less sugar, more protein, and benefits such as immediate energy and better mental clarity. With consumers growing more knowledgeable about food labelling and ingredient panels, companies have reformulated their products to fit high-quality standards. This change in demand has spurred up competition and innovation, alongside pushing companies into healthier, clearer alternatives appealing to an ever-better-informed, health-conscious consumer base.

Consumers are increasingly demanding foods that are easy to carry, great for eating on-the-go, and nutritionally rich. To satisfy this demand, manufacturers are shifting towards portioned packs and single-serve products with much attention on convenience and health benefits. Enhanced packaging and product formats have changed the retail dynamics for this segment, thus grooming the healthy snack market growth in the UK.

For instance, in 2023, KP Snacks Limited (Intersnack group) demonstrated their commitment to the FDF Action on Fibre pledge by launching two new products that are a source of fibre, as well as introducing smaller, snack-sized packs of their popular peanut varieties. These included Flavour Kravers Coolin' Sour Cream & Chive Peanut and Butterkist Crunchy Hazelnut Flavour Toffee Popcorn. In April 2024, the company boosted investment to witness a significant reduction in the flow-wrap packaging across its brands, introducing 25% recycled content packaging across its Tyrrells sharing range.

The trend is changing the way the development of products is approached. Meanwhile, the on-the-go lifestyle is also pushing demand for healthy snacks to another high in the UK. Working professionals and busy urban dwellers need foods that can be eaten in a hurry and are portable enough to fit seamlessly into extremely busy lifestyles. This shift towards snacking over meals has been fuelled by changing work patterns, protracted commuting schedules, and busy social schedules.

Clean Label, Sustainable Sourcing, and Innovation in Flavors to Fuel the Market Demand

Clean labels and sustainable sourcing are at the forefront of the UK healthy snacks industry. The higher number of consumers are interested in the ingredients and origins of products, demanding transparency and ethical practice in their production. Brands with clear and simple ingredient labels that favor natural additives build trust and loyalty among consumers. In addition, environment-conscious consumers tend to like products that feature responsibly sourced raw materials and environmentally friendly packaging. This increasing demand for transparency forces companies to set strict quality control and traceability measures. Players in the UK healthy snack market fasten growth through innovations in flavors and formats, that continue in a never-ending process.

Brands today are pulling their consumers and hogging immediate attention with the use of novel ingredients and unique flavor profiles. Present innovative trends encompass the development of plant-based versions along with new textures like air-dried fruits and clusters of nuts, and functional ingredients including probiotics and superfoods. This new strategy not only helps in building the flavor on taste buds but also covers basic nutritional needs. As a result, manufacturers are merging culinary creativity with tasty, healthy snacks, ensuring steady market growth and consumer retention.

For instance, in February 2024, Natural Balance Foods Ltd. (nakd.) launched a functional fruit and fibre bars range. While both bars come with 100% natural ingredients and no added sugar, the range includes Apple and Cinnamon, Strawberry and Raspberry flavors.

Bakery Segment Holds the Majority of the Market Share

Based on product type, the bakery segment leads in terms of market share as it offers a wide range of healthy snacks from chips to muffins. Snack options in demand are generally those that are quick-to-consume and offer good nutritional value. Such options include whole-grain muffins, protein-enriched cookies, and reduced-sugar cereal bars. Such products incorporate familiar flavors and textures while also offering functional ingredients such as fiber, protein, and plant-based substitutes. At the same time, the best-selling bakery products are being reformulated to suit the changing palates of consumers. Brands are decreasing sugars,

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using protein-rich flours such as almonds and chickpeas, and opting for natural sweeteners such as honey and dates. The further demand for gluten-free, dairy-free, and vegan options as "free-from" products has extended the market for these products further. For instance, in July 2024, PepsiCo UK announced that it is launching a new range of walker's snacks made with chickpea. The tasty new line of chickpea snacks offers consumers healthier snacking options without sacrificing flavor because they are less than 100 calories, 25% less salty than the typical extruded product, and contain fiber.

Future Market Scenario (2025 - 2032F)

- The UK is likely to witness a surge in demand for vegan and plant-based snacks, with consumers increasingly opting for healthier, sustainable options that align with their dietary preferences.
- As health consciousness grows, UK snack brands are expected to offer low-sugar, high-protein products, catering to fitness enthusiasts and those seeking healthier indulgences.
- Ethical consumption is on the rise, prompting brands to adopt eco-friendly packaging and sustainable sourcing to meet consumer expectations for responsible snacking.
- The trend towards functional snacks is gaining momentum, with ingredients like superfoods and adaptogens being incorporated for added health benefits such as mood enhancement and immune support.

Key Players Landscape and Outlook

Key players in the United Kingdom's healthy snacks market are adopting strategies such as product innovation, focusing on launching new flavors and healthier variants like protein-enriched and gluten-free options. They also demonstrate operational agility through quality management and sustainable sourcing. Some companies expand through acquisitions and strengthen distribution networks across retail channels, investing in R&D for improved nutrition and packaging. Sustainability and clean-label products have become key differentiators. These companies also focus on designing retro/minimalist packaging designs while incorporating unique functional ingredients to enhance the nutritional profile of their products. For instance, in May 2024, Kallo Foods Ltd. launched new Thai curry veggie cakes inspired by on-trend Asian flavors. The new version adds flavors from all over the world to the well-known Veggie Cakes line, and it has a deep aroma reminiscent of Thai green curry and a creamy coconut taste.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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