



Euromonitor
International

Savoury Snacks in New Zealand

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Affordability and Price-Pack Architecture Drive Resilience in Savoury Snacks

Chart 2 - Format Expansion Sharpens Affordable, Convenient Snacking

Arnott'S Leverages Spicy Flavour Innovation to Attract Younger Shoppers

Chart 3 - Shapes Spicy Fried Chicken Brings Flavour Innovation to Mainstream Savoury Snacks

Nuts, Seeds and Trail Mixes Outperform as Health Drives Growth

Chart 4 - Value Sales 2021-2031

Chart 5 - Volume Sales 2021-2031

Chart 6 - Value Sales by Category 2026

WHAT'S NEXT?

Purposeful Eating and Functional Health to Drive Future Growth

Sensory Innovation and Permissible Indulgence

Embedded Sustainability and Ethical Transparency

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Share Gain for Arnotts Driven by Health-Focused Acquisition

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Supermarkets Expands Private Label to Reinforce Shopper Loyalty

Woolworths and Foodstuffs Grow Online Sales of Multi-Packs and Pantry Staples

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Evolving Consumer Demands Shape New Product Development

Exploring Novel Formats and Sensory Experiences

Strategic Product Launches Alter Competitive Dynamics

ECONOMIC CONTEXT

Chart 12 - Economic Context for Savoury Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Savoury Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Resilient Growth for New Zealand Snacks Driven by Daily Routines and Value Formats

Savoury Snacks and Sweet Biscuits Outperform as Multi-Packs and Value Formats Drive Resilience

Everyday Snacking Occasions Reshape Value Perception and Boost Household Treat Moments

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Retailers Set to Sharpen Price-Pack Strategies to Defend Demand and Margin

Snack Bars and Sweet Biscuits to Win Everyday Snacking by Blending Function and Affordability

E-Commerce and Health Claims to Shift Snacking From Impulse to Planned Occasions

Chart 20 - Forecast Value Sales 2021-2031

Chart 21 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Brand Scale to Reinforce Share Advantage

Chart 22 - Company Shares 2026

Chart 23 - Brand Shares 2026

CHANNELS

Supermarkets Sustain Planned Missions as Price Sensitivity Endures

Retail E-Commerce Gains Traction through Full Basket Missions

Chart 24 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 25 - Economic Context for Snacks

Chart 26 - Real Gdp Growth 2021-2031

Chart 27 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 28 - Consumer Context for Snacks

Chart 29 - Population 2021-2031

Chart 30 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer

trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savoury-snacks-in-new-zealand/report.