



**Euromonitor
International**

HW Snacks in the US

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2024 DEVELOPMENTS

Consumers look to achieve healthy indulgence on a budget

INDUSTRY PERFORMANCE

Consumers paying more attention to what goes into their snacks
Taste remains important to winning over consumers despite health concerns
High protein claims tap into the need for health, value and convenience

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High protein claims still full of potential

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EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages
High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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