

# Savoury Snacks in Australia

July 2024

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### 2024 DEVELOPMENTS

Fall in demand for potato chips amid high inflation and health-minded consumerism

Nuts, seeds and trail mixes benefits from consumers looking for organic options

Protein becoming one of the top claims for savoury snacks as brands look to offer health-positioned snacks

### PROSPECTS AND OPPORTUNITIES

Savoury snacks set to steadily grow as demand for snacking remains strong

Sustainability and CSR goals will drive product development but players should beware of greenwashing or making exaggerated claims

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