

Targeted Strategies to Boost Salty Snack (\$28 Billion Category) Penetration in Key Demographics

Industry: Food & Beverage | **Project Duration:** 4 Weeks

Location: Global | **Public Data Points Accessed:** Over 2.5 Million

Data Sources: Company Websites, Social Media, News Articles, Brand Websites

OVERVIEW

During the pandemic, consumer purchasing habits shifted towards grocery stores and home dining. Alongside inflation, brands raised prices multiple times, leading to a noticeable decline in household penetration for the salty snack category. Our client (A leading company with iconic snacks) sought insights into the trends affecting their brand's sales and those of their competitors.

CHALLENGE

Strategies to address declining sales within their US salty snacks portfolio.

DATA SCIENCE AND AI SOLUTIONS

Macro Trend Identification

The team identified the top five macro trends propelling the salty snacks category's growth, focusing on Nutrition, Variety, Flavors, Food Preparation, and Ingredients.

Instagram Image Analysis

Conducted a thorough review of 1,000 Instagram images to evaluate the brand's and its competitors' appeal, highlighting viral content.

Competitive Analysis

Assessed brand reach and identified opportunities for targeted demographic engagement, revealing gaps and opportunities in the market.

Cluster Analysis for Taste Preferences

Analyzed for taste preferences and consumption patterns, to reveal insights into price sensitivity, brand loyalty, and viral marketing strategies within target market.

DATA ANALYSIS FOR BRAND GAP AND STRENGTHS

	Client's Brand 1	Lay's	Cheetos	Competitor Brand 3	Doritos	Competitor Brand 5	Client's Brand 2	Client's Brand 3	Competitor Brand 6
Influencer Marketing									
Cause Related Marketing									
Brand Collabs									
Target Music & Imagery									
Target Integration									
Flavour Profies									
LGBTQ+									
Prominent Celebrities									



Available Not Covered

Source: CREWASIS Open-Source Data 2023/2022, Over 500K data points

Data analysis reveals brand gaps and strengths in engaging US targeted households across influencers, cause marketing and cultural integration.

KEY INSIGHTS

- Macro Trends in 2023:** The leading five macro trends driving growth in the Salty Snacks category were Nutrition, Variety, Flavors, Food Prep, and Ingredients.
- Instagram Analysis:** Competitors were found to be ahead in emotional branding and character appeal through the analysis of Instagram posts.
- Marketing Trends:** A significant uptick was noted in marketing strategies leveraging TikTok virality, celebrity partnerships, sports tie-ins, and digital collectibles in 2022/2023.
- Focus on U.S. Hispanic Consumers:** Prefer a mix of culinary essentials, texture-rich foods, sweet-savory combinations, and bold fusion snacks, such as Cheetos that offer snack variety, culinary tradition, cultural essence, and intense flavors.