

Crisps and Savoury Snacks Across Europe

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Consumption of crisps and other savoury snacks varies across Europe with 90% of adults consuming them in GB and only 64% in Germany.

Across the four countries (GB, Germany, France and Spain) there are around nine million heavy savoury snack eaters, a total market decline of half a million since 2002. Britons are far more likely than the inhabitants of the other 3 countries to eat savoury snacks on a regular basis. Nearly one in eight Britons consume savoury snacks at least once a day, compared to only 2% of the French. Attitudinally heavy consumers differentiate themselves from the average by their agreement that "I like to treat myself to foods that are not good for me"™ and "I really enjoy a night out at the pub."™ In media consumption, the group are more likely to be heavy consumers of cinema, television and radio.

Pringles are the only significant pan-European brand with cross-country penetration ranging from 27% in GB to 10% in France. Apart from Pringles pan-European representation, the top brands in all the four countries are dominated by territorially exclusive brands such as Walkers in GB and Funny Frisch in Germany.

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