

MSU Product Center

For Agriculture and Natural Resources

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Corn Snacks – Many opportunities

Market drivers that provide many opportunities

- There are **many** opportunities for corn snack products that appeal to the demand driver of **indulgence**.

Specific opportunities

- A market for tortilla chips continues to increase. The market for corn chips is stagnant.
- Flavors that are based on Mexican, Mediterranean and Caribbean cuisines are becoming more popular. Whites and Hispanics are more likely to consume tortilla chips. Selling to small Hispanic stores that cater to the specific groups creates an opportunity.
- Most snack foods are inherently convenient. However, improvements in single serve packaging could create opportunities.
- Snack food products that are low in sodium, fat, free of trans fat, and low in carbohydrates also create some opportunities in developing products that appeal to the demand driver of wellness. However, this trend is well known and has been exploited by the larger firms in the industry.

New product examples

- The corn snack industry has been somewhat active in the way of new product introductions. This is especially true with respect to tortilla chip introductions.
- Trader Joe's, Trader Jose's Tortilla Chips in Natural Mango and Natural Zesty flavors, made with organic corn.
- Roberts American Gourmet, Pirate's Booty puffed rice and corn snack, available in aged white cheddar flavor, all natural.

Special issues

- Entry into the market may be difficult; Frito-Lay is a dominant firm in the industry.
- Finding self space in supermarkets and mass merchandisers may be difficult. However, products designed for gourmet, health food, ethnic markets, or convenience stores may find a market outlet.

Key to success

- Consider whether or not it would be possible to combine products attributes, such as indulgence and wellness, or ethnicity. If selling to small ethnic markets the product must be authentic.

Sources

Mintel. Salty Snacks.

_____. Global New Products Database.