

MSU Product Center

For Agriculture and Natural Resources

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Corn Snacks – Selective

Market drivers

- There are **selective** opportunities for corn snack products that appeal to the demand drivers of **convenience**, **ethnicity** and **wellness**.

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.
- Supermercados Internacionales H-E-B, Ranch Corn Chips.
- Frito-Lay, Doritos, Rollitos, bite sized tortilla snacks, available in Queso Picante variety, with a Spicy cheese flavor.
- Frito-Lay Tostitos, White Corn Chips with not trans fat.

Key to success

- 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.

Sources

Mintel. Salty Snacks.

_____. Global New Products Database.