

Savoury snacks

Taste, Variety & Balance



Helping the savoury snacks
industry succeed



We cover more than 80% of the branded European savoury snacks market



200
MEMBER
COMPANIES

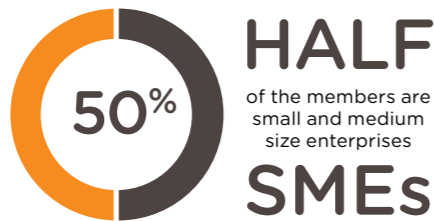
OF ALL SIZES
FROM OVER

40
COUNTRIES

Who we are

The European Snacks Association (ESA) is the voice of the European savoury snack and snack nut industry.

On behalf of snack producers and their suppliers - including ingredients, equipment, packaging - as well as national trade organisations, we promote the development and understanding of savoury snack products at European level.



DIRECT EMPLOYMENT
40,000
PEOPLE

SHARE OF THE EUROPEAN
FOOD AND BEVERAGES MARKET



Savoury snacks as part of a healthy and balanced diet



Staple Raw Materials

Savoury snacks are made from staple raw materials such as vegetables (potato, carrot), fruit (tree nuts), grains (wheat, maize, rye, rice or quinoa), pulses (chickpeas, lentils), starch, vegetable oils, and flavourings.



Wide Variety

The sector offers a wide variety of products including potato crisps, puffed snacks, corn chips / tortillas, baked snacks, crackers, pretzels, savoury biscuits, popcorn, meat snacks, peanuts and other snack nuts.



Balance & Moderation

Our products are enjoyed by millions of consumers every day, at different occasions across Europe. They can be a meal accompaniment, a quick energy boost when on the go, or an aperitif. Consumed in moderation they can be part of a balanced diet.



DID YOU KNOW?

Savoury snacks contain less salt and fat than one may think!

There is about only 0.4g of salt in a 30g bag of salted potato crisps - less than a pinch! In fact, savoury snacks often taste salty because the salt is applied to the surface and is sensed by the taste buds first.

New recipes using different oils and cooking techniques have also allowed a drastic reduction in the saturated fat content of the final product.



DID YOU KNOW?

Savoury snacks are a minor contributor to European diets!

The average dietary intake of energy, salt, fat and saturated fat through the consumption of savoury snacks is very low in the European diet, ranging between 2% to 4% of overall intake, depending on the nutrient and the country.



DID YOU KNOW?

Europeans are fond of snack nuts!

The health benefits of nut consumption are generally recognised and continuously being demonstrated by new research: nuts are an important source of vitamins, minerals, unsaturated fatty acids and fibre.

Snack nut consumption has increased in the EU by 76% between 2009 and 2018! The Dutch are the biggest consumers in Europe with 2.9 kg per capita on average.



SAVOURY
SNACKS
2-4%

AVERAGE
DAILY
DIET



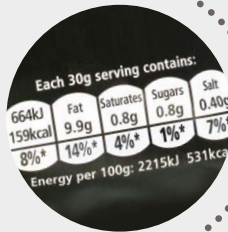
What we do

Keep our food safe while offering high quality products



Improve the nutritional composition of our products

Provide consumers with science-based nutritional information



Improve advertising to children and promote healthier lifestyles

Source responsibly
Reduce food wastage, energy and water use
Develop sustainable packing solutions





For more information,
please contact:

Director General
Sebastian Emig
sebastian@esasnacks.eu

Regulatory & Scientific Affairs
Marta de la Cera
marta@esasnacks.eu

Public Affairs & Communications
Olivier Devaux
olivier@esasnacks.eu



The voice of the
industry in Europe

Rue des Deux Églises 26, BE-1000 Brussels, Belgium
T: +32 (0)2 538 20 39 esa@esasnacks.eu
www.esasnacks.eu www.snackex.com

 @ESA_Snacks

VAT: BE 0675.418.819
ESA EU Transparency Register number: 00849042167-65