U.S. Cookie and Snack Sales

52 weeks ending January 1, 2023
Sales through grocery, drug and mass merchandisers

This information is projected by IRI, a Chicago-based market research firm, to represent U.S. snack sales through total U.S. multi-outlet with c-store (grocery, drug, mass market, convenience, military, and select club and dollar retailers). The data is collected by checkout scanners.

There are channels of distribution not included in this report, for example, theaters, vending, food service and gourmet shops.

For some categories, the reported value is far less than the actual total sales in that category. For example, bulk food and companies that sell mainly in other channels of distribution such as specialty markets will not be represented very well.

The information can be used as a guideline to the general-market snacks and sweetgoods industry in the United States. It is the most complete information available from one source and is useful for identifying trends. For more information go to www.IRIworldwide.com or telephone IRI at +1 (312) 726 1221.

Sales by Brand Franchise

Cookies

Rank	Brand Franchise	$ Sales	% Change Year Ago	% of Category
1	Nabisco	$3,739,748,005	7.7	32.6
2	Private Label	$1,993,360,215	19.4	17.4
3	Little Debbie	$850,733,456	31.4	7.4
4	Pepperidge Farm	$572,493,272	10.9	5.0
5	Belvita	$459,289,581	2.9	4.0
6	Keebler	$434,617,673	3.6	3.8
7	Voortman Bakery	$192,616,612	27.0	1.7
8	Tates Bake Shop	$181,889,681	25.1	1.6
9	Marinela	$153,313,515	27.9	1.3
10	Lenny & Larry's	$118,946,124	6.5	1.0
11	Grandma's	$109,661,438	-1.4	1.0
12	Stauffer's	$104,528,765	19.7	0.9
13	Lofthouse	$97,840,201	-20.2	0.9
14	Gamesa	$96,323,056	26.2	0.8
15	Pillsbury	$93,440,976	27.3	0.8
16	Quest	$86,559,518	35.4	0.8
17	Nature Valley	$83,975,718	3.4	0.7
18	Mother's	$67,444,375	11.5	0.6
19	Famous Amos	$63,999,245	-7.5	0.6
20	Glico	$63,321,631	3.7	0.6
	Total	**$11,462,223,158**	**12.3**	**100.0**

Sales by Company

Crackers

Rank	Brand Franchise	$ Sales	% Change Year Ago	% of Category
1	Nabisco	$1,435,979,442	10.5	16.1
2	Cheez-It	$1,384,122,400	11.4	15.5
3	Pepperidge Farm	$1,210,300,335	14.7	13.6
4	Triscuit	$417,675,139	13.5	4.7
5	Nabisco	$387,685,454	12.4	4.4
6	Nabisco	$379,169,758	18.8	4.3
7	Lance	$364,507,997	8.3	4.1
8	Keebler	$355,112,543	13.8	4.0
9	Private Label	$341,843,849	22.6	3.8
10	Nabisco	$320,562,622	11.9	3.6
11	Stacy's	$236,877,063	5.8	2.7
12	Kellogg's	$206,058,129	14.0	2.3
13	Ferrero	$163,154,714	31.5	1.8
14	Keebler	$130,371,807	21.3	1.5
15	Private Label	$114,067,291	19.2	1.3
16	Private Label	$92,799,733	21.6	1.0
17	Blue Diamond	$91,763,263	6.5	1.0
18	Austin	$91,287,084	2.6	1.0
19	Crunchmaster	$74,138,717	17.4	0.8
20	Combos	$55,162,596	1.6	0.6
	Total	**$8,909,866,652**	**12.8**	**100.0**