

U.S. Cookie and Snack Sales

52 weeks ending December 29, 2024

Sales through grocery, drug and mass merchandisers

This information is projected by Circana (formerly 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 snack-goods industry in the U.S. It is the most complete information available from one source and is can be useful for identifying trends.

www.circana.com

Cookie Sales by Brand Franchise

Cookies				
Rank	Brand Franchise	\$ Sales	% Change Year Ago	% of Category
1	Nabisco	\$4,400,579,837	1.5	29.9
2	Private Label	\$3,058,714,159	5.0	20.8
3	Little Debbie	\$947,618,237	-0.7	6.4
4	Pepperidge Farm	\$620,969,833	-3.4	4.2
5	Belvita	\$597,404,569	3.0	4.1
6	Keebler	\$427,846,246	-1.8	2.9
7	Tates Bake Shop	\$213,819,430	-4.0	1.5
8	Marinela	\$207,725,821	13.0	1.4
9	Voortman Bakery	\$197,387,202	-1.4	1.3
10	Nature Valley	\$163,758,420	20.2	1.1
11	Ferrero	\$163,498,239	64.6	1.1
12	Grandma's	\$161,113,873	20.8	1.1
13	Lenny & Larry's	\$133,534,540	-4.7	0.9
14	Gamesa	\$123,501,913	12.9	0.8
15	Quest	\$119,380,923	-1.4	0.8
16	Stauffer's	\$118,236,407	8.0	0.8
17	Lotus Biscoff	\$114,198,398	7.4	0.8
18	Glico	\$106,596,457	-11.0	0.7
19	Nonnis Bakery	\$97,790,279	-7.0	0.7
20	Lofthouse	\$96,047,992	-12.9	0.7
Total		\$14,716,277,460	1.7	100.0

Cracker Sales by Brand Franchise

Crackers				
Rank	Brand Franchise	\$ Sales	% Change Year Ago	% of Category
1	Nabisco	\$1,600,704,926	-0.7	14.6
2	Cheez-It	\$1,549,535,924	0.5	14.1
3	Pepperidge Farm	\$1,521,156,119	1.1	13.9
4	Private Label	\$687,290,071	5.4	6.3
5	Lance	\$513,694,804	9.6	4.7
6	Kellogg's	\$509,434,821	-7.0	4.6
7	Nabisco	\$484,149,168	19.1	4.4
8	Nabisco	\$400,337,697	-4.6	3.6
9	Nabisco	\$398,521,809	-4.0	3.6
10	Triscuit	\$394,935,370	-7.5	3.6
11	Stacy's	\$284,722,090	-2.5	2.6
12	Ferrero	\$246,292,961	5.3	2.2
13	Private Label	\$181,553,564	13.8	1.7
14	Simple Mills	\$169,363,173	13.2	1.5
15	Private Label	\$146,021,894	2.7	1.3
16	Keebler	\$132,605,064	-4.7	1.2
17	Crunchmaster	\$131,613,508	4.2	1.2
18	Munchies	\$105,557,053	45.3	1.0
19	Private Label	\$94,081,907	19.4	0.9
20	Blue Diamond	\$77,996,944	-10.4	0.7
Total		\$10,970,874,060	2.0	100.0