



European Snacks Association

EUROPE SNACK INDUSTRY STATISTICS

1. How many savoury snacks are sold annually in the EU?

In 2004 sales of savoury snacks throughout the EU countries amounted to almost 1,500,000 tonnes, with a retail value of €10.8bn.

2. How much of this was potato chips?

Potato chips are by far the largest single category in the EU savoury snacks market representing nearly 550,000 tonnes, with a retail value of over €4bn in 2004.

3. Which EU market has the highest sales?

The UK is by far the largest consumer of savoury snacks. In 2004 over 430,000 tonnes were sold in the UK, with a retail value of €4bn.

The second largest market is Germany with retail sales of over 275,000 tonnes valued at €1.6bn.

4. How many potatoes are used by the UK potato chip industry?

Every year the UK farmers grow 6.5 million tonnes of potatoes, and approximately 550,000 tonnes of these are used in the manufacture of potato chips.

Additionally, 150,000 tonnes of potatoes are imported for this purpose from the rest of Europe especially from Spain, France, and Italy.

5. Which potato varieties are commonly used in potato chip manufacture?

These vary from country to country, however, Saturna, Lady Rosetta, Hermes, Erntestolz are popular varieties.

6. How much Vitamin C and E is found in a 25g bag of potato chips?

Typically, there are 8mg of Vitamin C, and 1.5mg of Vitamin E. For vitamin C this is equivalent to over 25% of children's and around 20% of an adults' Reference Nutrient Intake (RNI). For vitamin E the contribution is nearer 40-50%

7. How much potassium is contained in a 25g bag of potato crisps?

Over 250mg (just over 7% of the RNI)

8. When was the potato chip invented?

In 1853 in Saratoga Springs, NY, USA

9. Typically, which vitamins are found in tortilla chips?

Vitamin E, B1 and B6

10. Which countries do most of the snack nut varieties come from?

- Peanuts come from India, China, USA, South Africa and Argentina
- Almonds come from California, USA
- Walnuts from USA, China, India
- Cashews from India
- Pistachios from Iran, USA, Turkey
- Hazelnuts from Turkey, Spain, USA