# Why favourite snacks disappear and how consumers can bring them back



The snack food industry is often marked by the bittersweet reality of discontinued products, leaving consumers perplexed when popular items are removed from shelves. Recent insights from insiders at Walkers and Mars provide a deeper understanding of why certain snacks are phased out and how shoppers can advocate for their return.

One primary reason for discontinuation lies in the limited shelf space available in supermarkets. Steph Herbert, head of marketing at Walkers, articulated this challenge, stating, "The reality is that within shops and the customers that we work with, they only hold a certain number of products on their shelves at any one time." This constraint means that when new flavours are introduced, existing products must often be sacrificed. Herbert further noted, "We know that our fans' taste buds are always evolving, so we opt to make changes to our line-up and we'll maybe swap one flavour in for another."

In addition to adjusting to current tastes, brands like Mars are also focused on predicting future consumer preferences. Lizzy Dinsdale, principal chocolate scientist at Mars, explained that the company examines not only the popularity of snacks today but also anticipates what consumers might desire in the years to come.

When it comes to bringing back discontinued items, both companies monitor customer feedback closely. For instance, the return of Mars' Crispy Rolls was prompted by an online petition that garnered over 8,000 signatures, with Dinsdale commenting, "I think that's the most demand for a product I've seen in a while!" Likewise, Walkers has successfully reintroduced its Worcester Sauce crisps, credited with a dedicated fan base. Herbert noted that this particular flavour's resurgence was a response to strong consumer affection.

Shoppers who wish to see their favourite snacks return can make their voices heard. Dinsdale emphasised the importance of consumer feedback, stating, "At Mars, bringing back an old favourite is all about listening to our consumers." Similarly, Herbert remarked that Walkers receives numerous requests for discontinued flavours, highlighting that in the last two years alone, they’ve had over 60 different flavours requested by fans. For those keen on reviving a specific snack, contacting the Walkers customer service team or engaging with their social media platforms is recommended.

In an industry reliant on consumer preferences and market trends, snack manufacturers recognise the pivotal role of customer interactions in shaping their offerings. The dynamics of product discontinuation and reintroduction illustrate the balance between innovation and nostalgia in the ever-evolving snack landscape.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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