

SAVOURY SNACKS AND SALT

What is salt?

Salt, also known as Sodium Chloride (NaCl), is a naturally occurring mineral that has been used for thousands of years. It plays an important role in food production and home cooking, shaping product taste, improving texture and limiting growth of undesirable microflora.



Salt and health

Salt is a source of sodium – an essential microelement in people’s diet and paramount to the normal functionality of various processes in our body.



Whilst sodium deficiency might be risky for health and life, excessive salt consumption is a risk factor for many diet-related diseases.

The World Health Organization recommends adults consume less than 5g of salt a day

The daily average reported consumption in EU Member States varies between 8 and 12g



Savoury snacks account for between **2 and 4%** of the daily average dietary salt intake in the EU



Savoury snacks and salt

As part of the seasoning, salt is generally applied to the surface of the savoury snack. It may also be added to the base recipe of some snacks to support the expansion process.

Salt is not the only ingredient that stimulates a snack’s saltiness: other ingredients such as herbs, dried vegetables and low-sodium salt are often used in savoury snacks production; they can also be useful when cooking at home.



A 30g serving of salted potato crisps will on average contain approximately **0.5g** of salt

Contribution of savoury snacks to salt intake

Salt and sodium are widely present in food. Savoury snacks contribute only between 2 and 4% to the daily average dietary salt intake across the EU and are not amongst the top ten contributors.



Bringing down salt levels in savoury snacks

Although savoury snacks contribute very little to the average dietary salt intake, manufacturers have invested greatly to reformulate existing products or introduce new ones. They are currently engaged in several reformulation agreements in collaboration with public authorities in different Member States.

Across European markets, a great variety of lower-salt and no-salt products can be found.

Our sector’s priority remains that salt-reduced products continue to meet consumers’ high expectations in terms of taste, texture and appearance.



Developing products with an improved nutritional composition is one of the core commitments of ESA to the EU Platform for Action on Diet, Physical Activity and Health.

We estimate that in Europe 2/3rds of the savoury snacks products on the market have been reduced in salt over the past years.