Snacking in Foodservice - US - June 2016

Report Price: £2466.89 | $3995.00 | €3133.71

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"Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about."
- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- Snack shop visitation low among 55+
- Healthful snacks a key purchase driver, but consumers still crave indulgence

Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about. Convenience and variety are important for specialty snack shops to set themselves apart, especially since retail remains a stronger competitor.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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