

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"While the incidence of snacking has remained steady in recent years, frequency is on the rise with the growth coming from snackers, who are upping their snack frequency from 1 time per day to 2-3 times. While health is a factor for consideration, the highest percentage of snackers do so for a treat, meaning even health-focused snacks should appeal with enjoyment."
- Beth Bloom, Senior Analyst, Food and Drink

This report looks at the following areas:

- A quarter of super snackers claim to be too busy to eat a full meal
- View of what constitutes a snack is expanding
- Brand plays top role in snack purchase decision, followed by price, health

Definition

For the purposes of this Report, Mintel has used the following definitions:

This report builds on the analysis presented in Snacking Motivations and Attitudes – US, April 2015.

Mintel provides a comprehensive analysis of the following factors that have the greatest potential to impact the snacking category:

- How snacking is defined, especially as its definition has broadened and new food and beverage categories continue to enter this space.
- Snacking frequency and the main drivers or motivations for snacking occasions, including functional and emotional reasons.
- The most important features consumers consider when buying snacks related to health, brand, packaging, and flavor.
- How consumers' snacking choices differ by occasion, and how snacks fit into consumers' lifestyles.
- The snacking retail landscape including other retail channel entry (eg snacking subscription services, non-food retailers).
- How health, convenience, and eating habits impact consumer attitudes toward snacking.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

94% of US adults snack daily; 15% snack 4 or more times per day

Figure 1: Snacking frequency, March 2017

A quarter of super snackers claim to be too busy to eat a full meal

Figure 2: Snack attitudes – Busy, by snack motivation, March 2017

View of what constitutes a snack is expanding

Figure 3: Snack attitudes – Identifying snacks, March 2017

The opportunities

The largest percentage of snackers do so for a treat

Figure 4: Snacking motivations, March 2017

Afternoon is the most popular snack occasion

Figure 5: Snacking occasions, March 2017

Brand plays top role in snack purchase decision, followed by price, health

Figure 6: Snack purchase drivers, March 2017

What it means

The Market – What You Need to Know

A quarter of young snackers claim to be always hungry

17% of young snackers claim to be too busy to eat a full meal

Consumer view of what constitutes a snack is expanding

12% of snackers purchase snacks at foodservice

Market Perspective

12% of snackers purchase snacks at foodservice

Figure 7: Food sales at home and away from home, January 2003-December 2016

Snack delivery services aren't yet taking hold

Market Factors

A quarter of young snackers claim to be always hungry

Figure 8: Snack attitudes – Hunger, by age, March 2017

A quarter of super snackers claim to be too busy to eat a full meal

Figure 9: "Snackfest / Lorissa's Kitchen" TV ad, April 2017

Figure 10: Snack attitudes – Busy, by snack frequency, March 2017

Young snackers are most likely to claim they're too busy for a full meal

Figure 11: Snack attitudes – Busy, by age, March 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

A high percentage of consumers skip breakfast

Obesity epidemic keeps health top of mind; 66% of Americans are dieting

Figure 12: Snack attitudes – Health, by snack motivations, March 2017

Consumer view of what constitutes a snack is expanding

Figure 13: Snack attitudes – Identifying snacks, March 2017

Figure 14: Snack behavior – Concept, March 2017

Figure 15: Snack attributes by occasion – Any occasion, by snack frequency, March 2017

Figure 16: Snack behavior – Concept, by age, March 2017

Key Players – What You Need to Know

Healthy eating and a bit of indulgence drive retail food sales

Snacks appear to be delivering on convenience

A third of snackers are limiting their intake of sweet snacks

Permissible indulgence through “real” food

What’s Working?

Healthy eating and a bit of indulgence drive retail food sales

Figure 17: “Snack” launches, by fastest growing claims, 2013-17*

Snacks appear to be delivering on convenience

Figure 18: Snack attitudes – Convenience, March 2017

Older consumers appreciate convenience

Figure 19: Snack attitudes – Convenience, by age, March 2017

What’s Struggling?

A third of snackers are limiting their intake of sweet snacks

Figure 20: Snack behavior – Sweet, March 2017

What’s Next?

Anything can be a snack

...including drinks

Permissible indulgence through “real” food

Portable health

The Consumer – What You Need to Know

94% of US adults snack daily; 15% snack 4 or more times per day

The largest percentage of snackers do so for a treat

Brand plays top role in snack purchase, followed by price, health

Afternoon is the most popular snack occasion

A third of snackers say the majority of snacks they consume are healthy

Snacking Frequency

94% of US adults snack daily; 15% snack 4 or more times per day

Figure 21: Snacking frequency, March 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

16% of snackers have increased snacking in the past year

Figure 22: Snack behavior – Increase, March 2017

Super snackers are more likely to be male, and consumers under age 45

Figure 23: Share of snacking frequency, by gender, March 2017

Figure 24: Share of snacking frequency, by age, March 2017

Young adult snackers are most likely to have increased snacking

Figure 25: Snack behavior – Increase, by age, March 2017

Snack Motivations

The highest percentage of snackers do so for a treat

Figure 26: Snacking motivations, March 2017

Mintel Purchase Intelligence finds that indulgence still leads

Older snackers are most likely to be looking for reward, younger snackers function

Figure 27: Snacking motivations, by age, March 2017

Convenience stores lead for treats, natural food stores for health

Figure 28: Snacking motivations, by purchase location – Any purchase, March 2017

Snack Purchase Location

More than a third of snackers most often buy snacks at supermarkets

Opportunity exists to increase the purchase of snacks online

Amazon ups its snack focus

Figure 29: “Introducing Prime Surprise Sweets” online video, April 2017

Figure 30: Snack purchase location, March 2017

Close to half of 18-24s purchase snacks at convenience stores; nearly a third use vending machines

Figure 31: Snack purchase location – Any purchase, by age, March 2017

Snack Purchase Drivers

Brand plays top role in snack purchase, followed by price, health

Figure 32: Snack purchase drivers, March 2017

Figure 33: TURF Analysis – Snack purchase drivers, March 2017

Figure 34: Table – TURF Analysis – Snack purchase drivers, March 2017

Men pay closer attention to brand; women look for deals

Figure 35: Snack purchase drivers, by gender, March 2017

Low price, new flavors drive purchase for younger snackers

Figure 36: Snack purchase drivers, by age, March 2017

New flavors are important to super snackers

Figure 37: Snack purchase drivers, by snack frequency, March 2017

Snacking Occasions

Afternoon is the most popular snack occasion

Figure 38: Snacking occasions, March 2017

Men are more likely to snack at less common occasions

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 39: Snacking occasions, by gender, March 2017

Young snackers start to snack early in the day

Figure 40: Snacking occasions, by age, March 2017

Snack Attributes by Occasion

Snackers want to start the day with energy and health; look for indulgence in the evening

Figure 41: Correspondence Analysis – Snack attributes by occasion, March 2017

Figure 42: Snack attributes by occasion, March 2017

Young adults want snacks that are filling

Figure 43: Snack attributes by occasion – Any occasion, by age, March 2017

Emotional cues may resonate with Hispanics

Figure 44: Snack attributes by occasion – Any occasion, by Hispanic origin, March 2017

Healthy eaters look for healthy snacks; exercisers look for energy

Figure 45: Snack attributes by occasion – Any occasion, by snack motivation, March 2017

Snack Behaviors

The majority of snacks are planned

Figure 46: Snack behavior – Planning, March 2017

Young adult snackers are driven by impulse

Figure 47: Snack behavior – Planning, by age, March 2017

Snack Health

A third of snackers say the majority of snacks they consume are healthy

Figure 48: Snack behavior – Health, March 2017

Women are more likely than men to claim to be healthy snackers

Figure 49: Snack behavior – Health, by gender, March 2017

Young adult snackers are not prioritizing health

Figure 50: Snack behavior – Health, by age, March 2017

Snacks seem to be delivering on health

Figure 51: Snack attitudes – Health, March 2017

Figure 52: Snack attitudes – Satisfying, March 2017

Close to a third of men say taste is more important than health

Figure 53: Snack attitudes – Health, by gender, March 2017

Expanding healthy snacks can appeal to young adults

Figure 54: Snack attitudes – Health, by age, March 2017

On-the-go snackers call for healthier options

Figure 55: Snack attitudes – Health, by age, March 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snacking Motivations and Attitudes - US - May 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

TURF methodology

Correspondence analysis methodology

Abbreviations and terms

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com