

Snacking Motivations and Attitudes - US - January 2019

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This report looks at the following areas:

- Snack frequency increasing
- Consumers say they want healthy snacks, but flavor remains important
- Expanding boundaries challenge snack brands, provide opportunity for all food/drink players

Snacks are planned, and are as likely sought to satisfy hunger as they are to satisfy cravings. Consumers want indulgence and health, sometimes at the same time, meaning brands that can provide a hint of both or ways to tap into both mood states can flourish.



"95% of US adults snack daily, and 70% do so 2+ times per day, making snacking a huge opportunity for connecting with consumers. The percentage of "super snackers" (those who snack 4+ times per day) is increasing, and the fact that busy lifestyles result in the skipping of meals (or replacing meals with snacks) suggests snack frequency will continue to grow in the near term."

Beth Bloom, Associate Director - Food & Drink

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MARKET PERSPECTIVE

- All snack categories are experiencing sales growth, some stronger than others
- Salty snacks maintain momentum
- Dips and savory spreads continue steady growth
- Dollar sales of bars grow 20% from 2012-17; slower growth projected through 2022
- Slower sales, yet signs of recovery for nuts, seeds, and trail mix
- Modest, mostly steady growth for chocolate confectionery
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- Good value and good taste provide a winning snack combination
- Snackers will continue to push the snack boundaries even further
- The future is fresh
- The next generation of convenience

WHAT'S WORKING?

- Good value and good taste provide a winning (vital?) snack combination

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- Snackers are planning their snacks

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- **Fun and function are on par for snackers**
- **Snackers want their hunger satisfied**
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- Correspondence analysis methodology
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

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