

Better for You Snacking - US - December 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

This report examines the better-for-you snack trend, looking in depth at market alternatives and consumer behavior and attitudes to uncover potential opportunities in this growing sector.

- An aging population snacks less and less healthily
- More talk than action?
- Not accessible for everyone



"Consumers are increasingly living on-the-go lifestyles where a quick snack can be a better fit than a sit-down meal. And with many adults looking to improve their health through diet, there is a solid market for healthier, more nutritious snacks."

– Marissa Gilbert, Associate Director - Health & Wellness

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