

The Snacking Occasion - US - February 2014

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“Snacks with healthy claims and natural ingredients are still important; however, snackers still want to indulge responsibly from time to time. Resealable and single-serving packaging can help promote consumption of snacks during nontraditional occasions, as well as encourage the use of snacks as meal replacements, rather than just tummy fillers.”
 – Amanda Topper, Food Analyst

This report looks at the following areas:

- What impact does health have on the snack market?
- Can snacks move beyond their traditional consumption occasions?
- How can snack formats adapt to the snacking lifestyle?

Consumers continue to adopt a snacking lifestyle, choosing to eat a variety of snacks anytime, anywhere. These snacking choices differ based on location, nutritional preferences, and an assortment of motivations for snacking. While healthy snacks and nutritional product claims are top of mind for consumers, a sense of indulgence, especially while at home, remains important to many. Portable, resealable, and single-serve options are making it more convenient than ever for consumers to snack on their favorite foods both at home and at locations away from home. Product development, especially related to packaging and ingredients, can help various snack categories move beyond their traditional snacking occasions.

This report provides a comprehensive and comparative view of how snacks across food categories compete against one another for consumption across day parts and locations. The report looks into the frequency with which snacks are consumed as well as motivations for snacking, snacking behaviors by location, and attributes associated with particular snacks.

In this report we reference specific snacking day parts including morning, afternoon, and evening. We also reference snacking occasions including between meals and in place of a meal. It is important to note many of these occasions can overlap.

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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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