

Snacking Motivations and Attitudes - US - April 2015

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"Nearly all Americans snack, especially younger adult consumers who also are more likely to have increased their snacking frequency over the last year. Snacking may also be replacing standard daily meals, and this behavior is likely to continue."

- Amanda Topper, Food Analyst

This report looks at the following areas:

- Nearly all US adults are snacking
- Interest in health impacts snacking behavior
- Emotional, functional reasons key snacking drivers
- Focus on cravings, specific occasions to increase snacking among older generations
- A need for more convenient, healthier snacks
- Appeal to emotional, functional reasons Millennials snack

Americans claim a preference toward healthier snacks, specifically those with simple ingredients and low calorie counts; however, they most often snack to satisfy a craving, highlighting the important role taste and flavor play on their snacking behavior. There still is opportunity for manufacturers to offer more conveniently packaged and healthy snacks, which consumers feel are missing from the market.

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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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A need for more conveniently packaged snacks

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Nearly all US adults snack daily

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