

Snacking Motivations and Attitudes - US - January 2019

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"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

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.

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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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Abbreviations

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