

Better for You Snacking - US - December 2019

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"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**

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**

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Market overview

Top takeaways

The issues

An aging population snacks less and less healthily

Figure 1: Snacking habits, by age, August 2019

More talk than action?

Figure 2: Perception of lifestyle in terms of health, July 2015-August 2018

Not accessible for everyone

Figure 3: Snacking behaviors and attitudes, by household income of <\$25K, August 2019

The opportunities

Make parents a priority

Figure 4: Snacking behaviors and attitudes, by parental status, August 2019

Sustainability resonates with younger men

Figure 5: Snacking behaviors and attitudes, by males aged 18-34, August 2019

What it means

The Market – What You Need to Know

Snack instead of sip?

Watch out for QSR

More seniors, fewer children

People want to be healthy, but feel they can do better

Market Perspective

Opportunity due to a fading interest in juices and smoothies

QSR snacking could be a competitor

Market Factors

An aging population

Figure 6: Population by age, 2014-24

Hispanics, Asians the most likely to have children at home

Figure 7: Households with related children, by race and Hispanic origin of householder, 2018

Strong interest in health – but mixed compliance

Figure 8: Perception of lifestyle in terms of health, July 2015-August 2018

Key Players – What You Need to Know

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Sweet as candy

Catch the cauliflower craze

Say no to sugar, GMOs

KIND is in a bind

Barriers for low-income consumers

Protein that's far beyond plant-based

Not just good for you, but good for the planet

What's Working

Even fruit can benefit from innovation

Cauliflower power

Figure 9: Cauliflower-based snacks

GMO-free, low sugar on the rise

Figure 10: Better-for-you snack product launches, by top health claims, 2014-19

What's Struggling

Kids' stamp of approval needed

Figure 11: KIND Fruit Bites, 2019

Eating healthy isn't easy for everyone

What to Watch

To Beyond and back

Figure 12: Jerky and other meat snacks, 2019

It's a bug – and a feature

Figure 13: Cricket-based snacks, 2019

Waste not, want more

Figure 14: Lesser Evil snacks, 2019

The Consumer – What You Need to Know

Parents, young adults and affluent consumers are prime snackers

Snacks diverge into different categories

Energy and health two key priorities

Women like fruit and popcorn, men favor jerky and bars

Fresh is the favorite

Some plan, some buy on impulse

Transparency can help

Snacking Habits

Everyone snacks

Figure 15: Snacking habits, by age and gender, August 2019

Low-income consumers less engaged with snacks

Figure 16: Snacking habits, by household income, August 2019

Parents biggest fans of better-for-you

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Figure 17: Snacking habits, by parental status and gender, August 2019

Attributes Associated with Snacks

Fruits, vegetables, nuts, hummus most healthy and nutritious

Figure 18: Snack association, August 2019

Nutrition equals health

Figure 19: Correspondence Analysis – Symmetrical map – Snack association, August 2019

Correspondence Methodology

Healthy Snacking Motivations

Energy a key reason for eating healthy snacks

Figure 20: Healthy snack motivations, by age and gender, August 2019

Health benefits important to low-income; healthy lifestyles for affluent

Figure 21: Healthy snack motivations, by income, August 2019

Parents want energy and stress relief

Figure 22: Healthy snack motivations, by gender and parental status, August 2019

Balancing energy and healthy lifestyles

Figure 23: TURF Analysis – Healthy snacking motivations, August 2019

TURF Methodology

Snack Types Eaten

Purchase behaviors vary between men and women

Figure 24: Snack types eaten, by age and gender, August 2019

Affluent households most likely to eat multiple types of snacks

Figure 25: Snack types eaten, by household income, August 2019

Women without children at home are engaged consumers

Figure 26: Snack types eaten, by parental status and gender, August 2019

Regional differences drive snack type preference

Figure 27: Snack types eaten, by census region, August 2019

Healthy Snack Attributes

Fresh ingredients most critical

Figure 28: Healthy snack attributes, August 2019

Women value portion control, men protein content

Figure 29: Healthy snack attributes, by age and gender, August 2019

All claims valued by parents; older adults see the value in health

Figure 30: Healthy snack attributes, by gender and parental status, August 2019

Snack Purchasing Behaviors

Impulse purchase behavior more common with the young

Figure 31: Snacking purchase behaviors, by age and gender, August 2019

Affluent consumers like both tried, true and new

Figure 32: Snacking purchase behaviors, by household income, August 2019

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Moms like variety

Figure 33: Snacking purchase behaviors, by parental status and gender, August 2019

Family preferences solidify over time

Figure 34: Snacking purchase behaviors, by age of children in household, August 2019

Snack Brand Positioning

Young men most interested in sustainable, environment-friendly

Figure 35: Healthy snack attitudes, August 2019

Affluent consumers want to know what's in their snacks

Figure 36: Healthy snack attitudes, August 2019

Asians, Hispanics buy from health-oriented brands

Figure 37: Healthy snack attitudes, by race and Hispanic origin, August 2019

Food and Drink Consumer Segmentation

Food and Drink Consumer Segmentation

Figure 38: Healthy snack consumers by food and drink segment, August 2019

Adventure Eaters most focused on health

Figure 39: Snacking habits, by household income, August 2019

Time Savers interested in healthy choices, weight management

Figure 40: Healthy snack motivations, by age and gender, August 2019

Fresh snacks harder for Time Savers

Figure 41: Purchase incidence, by food and drink segment, August 2019

Adventure Seekers prefer the truly new

Figure 42: Snacking purchase behaviors, by food and drink segment, August 2019

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – The Consumer

Figure 43: Table – TURF Analysis – Healthy snacking motivations, August 2019

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