

Consumer Snacking: Inc Impact of COVID-19 - UK - July 2020

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“Snacking continues to be an ingrained part of UK lifestyles. With COVID-19 prompting a nationwide lockdown, out-of-home snacking disappeared overnight, but the traditional associations of many snacks as offering a low-cost mood boost kept them firmly on the menu at home.”

– **Alice Pilkington, UK Food and Drink Analyst, 17 July 2020**

This report looks at the following areas:

- The impact of COVID-19 on consumer behaviours related to the snacking market.
- Launch activity and opportunities for 2020.
- The role of healthiness in snacking and what consumers look for in a healthy snack.
- What consumers snack on and where they snack.
- Consumer behaviours and attitudes related to snacking.

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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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Public health attracts an even bigger spotlight since COVID-19 outbreak

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Sugar continues to be targeted but campaigners urge a switch of focus to calories

End of Brexit transition period brings further uncertainty for category

Most frequent snackers will be hit hardest by economic downturn

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Snacks see some success in reformulation but look likely to miss 2020 sugar targets

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COVID-19 sees consumers place food hygiene above packaging waste

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Snacks will not escape value scrutiny

Most frequent snackers will be hit hardest by economic downturn

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Sugar reduction remains firmly on the NPD agenda

Vegan claims continue to boom

Protein claims gain further ground

Adspend on snacks stands at £230 million

Brands respond quickly to COVID-19 in marketing

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Brands respond quickly to COVID-19

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The Consumer – What You Need to Know

Snacking is almost universal and the majority eat a wide variety
Over two thirds snack at least once a day
Home snacking will become even more pertinent post COVID-19
Taste is top priority in snacks
Two in five look for healthy snacks all or most of the time
No clear winner in terms of health priorities
Nearly two thirds find snacks of British origin appealing
Environmental concerns around packaging are important for half
Nearly two thirds see positives in traffic light labelling
Interest in spices in sweet snacks and calming ingredients suggest areas for NPD

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Snacking is almost universal
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Over two thirds snack at least once a day
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Choice Factors of Snacks

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Taste is top priority in snacks

Even healthy snackers give much weight to taste

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Over 4 in 10 look for convenience

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Two in five look for healthy snacks all or most of the time

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COVID-19 makes health a bigger priority

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No clear winner in health priorities

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Nearly two thirds find snacks of British origin appealing

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Nearly two thirds see positives in traffic light labelling

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