

Black Consumers: Snacking Trends - US - February 2021

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This report looks at the following areas:

- The impact of COVID-19 on Black consumer behavior and their motivation to buy snacks
- How social distancing measures impacted at-home snack consumption during lockdown and re-emergence time periods
- The differences in snack shopping locations due to convenience and ability to spend on nonessentials
- Black consumers' motivation to buy healthy vs indulgent snacks

Black consumers eat a mix of healthy and indulgent snacks to satisfy their hunger as well as relieve negative emotions. Snacking for emotional rather than physical reasons was elevated during the pandemic when this consumer was suddenly sequestered at home by themselves or alongside their family. This consumer wants to eat healthier snacks, but indulgent options are a guilty pleasure that tastes better. Brands have an opportunity to expand their customer base by showcasing fresh product ingredients that meet Black consumers' snack purchase criteria.



"Some Black consumers choose snacks to satisfy hunger, while others see snacks as a guilty pleasure to soothe negative emotions while they reach for indulgent and tasty finger food. Most Black consumers want healthier snacks that also taste good, and brands whose products include fresh ingredients may entice this consumer to add one more snack to their consideration set."

**Toya Mitchell, Senior
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Multicultural Analyst**

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