

Consumer Snacking - UK - 2022

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This report looks at the following areas:

- Snacking habits following the easing of COVID-19 restrictions and expected impact of the cost-of-living crisis.
- Types of snacks eaten and frequency of snacking.
- New launch activity, including progress being made by brands on non-HFSS innovation.
- Behaviours relating to buying snacks.
- Attitudes towards snacking.
- Attributes looked for from snacks at different times of the day.

A large majority of 82% of buyers of snacks plan on buying them as part of their food shop, meaning they are likely to be seeking out foods for snacking in relevant aisles. This offers some good news for snacks amidst upcoming HFSS restrictions on product location reducing visibility of snacks in-store. The important and habitual roles snacks play for consumers are key drivers of this planned purchasing.

Snacks look to be in a good position to weather the cost-of-living crisis, given that 62% of people think that having snacks on an evening in is an affordable treat, with only 7% disagreeing with this sentiment. Even among those describing their financial situation as tight or struggling, 57% and 63% of people agree respectively, with only 10% disagreeing.

While much of snack buying is planned, 63% of buyers purchase snacks on impulse. This underlines the enduring significant impact of in-store and online visibility. For many snacks, this is under threat from the government's planned product location restrictions on the merchandising of HFSS food and drink coming into force in October 2022.

A continuing pipeline of new product launch activity is crucial to brands in snack foods, given that 58% of snack buyers are prompted to buy by seeing a new snack. Limited edition flavours would prompt 45% of snack buyers to buy



“With the rising cost of living shoppers will be focusing more closely on what they are buying, potentially putting discretionary items like snacks under scrutiny. However, as seen during COVID-19 lockdowns snacks could actually benefit from more evenings in given their perceived affordability as treats.”

– Richard Caines, Senior Food & Drink Analyst

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more snacks, suggesting more activity in this area is warranted. This is especially important in keeping the most frequent snack eaters engaged, given their high agreement.

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