

Snacking in Foodservice - US - June 2015

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The limited service specialty snack segment is growing, as consumers continue to snack on-the-go and enjoy the variety of foods and beverages that snack shops offer. Snacking in LSRs (limited-service restaurants) can be healthful or indulgent, but customization is the key focus.

This report looks at the following areas:

- Specialty snack shops have lower appeal among non-Millennials
- Specialty snack shops need to increase appeal among women
- Higher-income consumers reduce snack shop visits

Portability and convenience are important in the segment, meaning presentation and packaging also are important considerations. Consumers like the affordability snacks offer, as they are an economical way to enjoy a dining out experience, especially as many consumers still struggle to find more disposable income.

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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

The issues

Specialty snack shops have lower appeal among non-Millennials

Figure 1: LSR specialty snack shop usage, by generation, March 2015

Specialty snack shops need to increase appeal among women

Figure 2: LSR specialty snack shop usage, by gender, March 2015

Higher-income consumers reduce snack shop visits

Figure 3: LSR Specialty snack shops – Type of shops visited, by income, March 2015

The opportunities

Positioning specialty snacks as healthful meal replacements for older demographics

Figure 4: LSR specialty snack shops – Changes in behavior – More, by age, March 2015

Appeal to women through smaller portion sizes and more healthful traits

Figure 5: LSR specialty snack shop usage, by gender and age, March 2015

Specialty snacks that are more healthful and premium are next opportunity

Figure 6: Attitudes toward LSR specialty snack concepts, by type of LSR specialty snacks visited, March 2015

What it means

The Market – What You Need to Know

Millennials continue to drive snacking popularity

American snack companies are expanding internationally

In an uneven recovery, many consumers still reluctant to spend

Families seek a budget-friendly dining-out experience

Market Size and Forecast

Sales of "other" limited service restaurants

Figure 7: Total US sales and forecast of "other" limited service restaurants, at current prices, 2009-19

Figure 8: Total US sales and fan chart forecast of "other"* limited service restaurants, at current prices, 2009-19

Figure 9: Total US market share of restaurants and other eating places, by segment, at current prices, 2014

Market Factors

Millennials like restaurants, but are frugal

Figure 10: LSR specialty snack shops – Type of shop usage, by generation, March 2015

Figure 11: Median household income in US dollars, by age of householder, 2013

Brands expand both domestically and internationally

For most, wages have not risen since 2007

Figure 12: US median household income, in inflation-adjusted dollars, 2003-13

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Despite wage stagnation, family wages are higher

Figure 13: Median household income of US families with children, in inflation-adjusted dollars, 2003-13

Key Players – What You Need to Know

New menu items are an important marketing strategy

Consumers are questioning the naturalness of their foods

Consumers seeking help with their diets

What's Working?

New menu items, sports partnerships and apps help with exposure

What's Next?

All-natural properties and health gaining focus

Figure 14: LSR specialty snack shops – Attitudes – Any agree, March 2015

The Consumer – What You Need to Know

Men and fathers are spending more

Hispanics show technological acumen

BOGOs mostly appeal to adults

Middle-income households turn to specialty snacks for affordable indulgences

Specialty Snack Shops are Not a Destination

Most purchases are eaten at home

Figure 15: LSR specialty snack shops – Place of consumption, by area, March 2015

Figure 16: LSR specialty snack shops – Place of consumption, by generation – March 2015

Figure 17: LSR specialty snack shops – Place of consumption, by income – March 2015

Most To-go Orders are Placed In-store

Convenience and portability are most important traits

Figure 18: LSR specialty snack shops – Ordering methods, by parents, March 2015

Figure 19: LSR specialty snack shops – Ordering methods, by generation, March 2015

Consumers are Visiting Tea Shops More

Health drives interest in tea, and local and sustainable foods

Figure 20: LSR specialty snack shops – Changes in behavior – More, by type of LSR specialty snack shop visited – March 2015

Figure 21: LSR specialty snack shops – Changes in behavior – More, by generation – March 2015

Indulgence for Those with Middle Incomes

But there's room for healthful products for higher-income guests

Figure 22: LSR Specialty snack shops - Type of shop usage, by income, March 2015

Men and Fathers Spend More

Disposable income is hard for many women to find

Figure 23: LSR specialty snack shops – Changes in behavior – More, by gender, March 2015

Figure 24: LSR specialty snack shops – Changes in behavior – More, by parents, March 2015

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Women Drive Snacking Occasions

Men like specialty snacks for lunch, while Millennials like breakfast

Figure 25: LSR specialty snack shops – Any snacking, by gender, March 2015

Figure 26: LSR specialty snack shops – Breakfast, by age, March 2015

Figure 27: LSR specialty snack shops – Lunch, by gender, March 2015

Specialty Snacks Resonate with Younger Demographics

Snacking at specialty shops is driven by habit rather than discounts

Figure 28: Key drivers of visiting Specialty Limited Service Restaurants more, compared to a year ago, March 2015

Hispanics Using Technology More

Hispanics like mobile technology more than non-Hispanics

Figure 29: LSR specialty snack shops – Ordering methods, by race/Hispanic origin, March 2015

Figure 30: LSR specialty snack shops – Discounts and promotions, by race/Hispanic origin, March 2015

Figure 31: LSR specialty snack shops – Changes in behavior – More, by race/Hispanic origin, March 2015

Hispanics Value Health

They see value in paying for quality foods, but struggle with weight

Figure 32: LSR Specialty snack shops – Type of shop usage, by race/Hispanic origin, March 2015

Figure 33: LSR specialty snack shops – Important attributes, by race/Hispanic origin, March 2015

Figure 34: LSR specialty snack shops – Attitudes toward concepts – Any agree, by race/Hispanic origin, March 2015

BOGOs Best Serve Adults

Those aged 25-34 are most interested in loyalty programs

Figure 35: LSR specialty snack shops – Discounts and promotions, by number of children in household, March 2015

Figure 36: LSR specialty snack shops – Discounts and promotions, by age, March 2015

Parents Focused on Freshness

Children's schedules detract from family time starting at age 12

Figure 37: LSR specialty snack shops – Attitudes toward concepts - Any agree, by parents, March 2015

Figure 38: LSR specialty snack shops – Type of shop usage, by age of children in household, March 2015

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and Terms

Abbreviations

Terms

Appendix – Key Driver Analysis – Methodology

Methodology

Interpretation of results

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Figure 39: Key drivers of visiting Specialty Limited Service Restaurants more, compared to a year ago – Key driver output, March 2015

Appendix – Market

Figure 40: Total US sales and forecast of other limited service restaurants, at current prices, 2009-19

Figure 41: US median household income, in inflation-adjusted dollars, 2003-13

Figure 42: Median household income of families with children, in inflation-adjusted dollars, 2003-13

Figure 43: Median household income, by age of householder, 2013

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