

Snacking in Foodservice - US - January 2019

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This report looks at the following areas:

- MTO remains a low proportion of consumers' overall snacks
- Consumers visiting retailers more often for MTO snacks

Snacking is no longer a habit but a lifestyle for many Americans. While three fourths of consumers have purchased an MTO snack in the last three months, foodservice snacking makes up a relatively low share of consumers' overall increased snacking throughout the day. In order to gain a greater share of the snacking market, operators should appeal to consumers' interests in filling, healthy, and fresh snacks.



"Americans love to snack, with increased usage being driven consumers' busy schedules, interest in health, and eating on-the-go. This represents a robust opportunity for operators to cater to this eating occasion by offering craveable, affordable, and portable options."

- Hannah Spencer,
Foodservice Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Definition**

EXECUTIVE SUMMARY

- **Overview**
- **The issues**
- **MTO remains a low proportion of consumers' overall snacks**
Figure 1: Total snacking frequency, January 2015 and November 2018
- **Consumers visiting retailers more often for MTO snacks**
Figure 2: Foodservice snacking purchase location in last three months, March 2017 and November 2018
- **The opportunities**
- **MTO snack purchasing is up**
Figure 3: MTO snack consumption over the past three months, March 2017 and November 2018
- **iGens love MTO snacks**
Figure 4: Foodservice snacking purchase location in last three months, by generation, November 2018
- **Filling and healthy MTO snacks appeal to consumers**
Figure 5: Desired snacking attributes by daypart – Net: Any occasion, November 2018
- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **Snacking frequency continues to rise**
- **Consumers have more options for MTO snacks than ever before**
- **Generational shares are shifting**

MARKET PERSPECTIVE

- **Convenience stores focus on freshness**
Figure 6: Total US sales and fan chart of c-store foodservice sales, at current prices, 2012-22
- **Supermarkets invest in foodservice snack options**

MARKET FACTORS

- **Americans are snacking more often**
Figure 7: Total snacking frequency, January 2015 and November 2018

What's included

Executive Summary

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- **iGens become increasingly important snackers for operators**

Figure 8: Population, by generation, 2013-23

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **QSRs and casual dining restaurants roll out snack menus**
- **Snack shops adapt to the decline of the mall food court**
- **Fast casuals launch happy hour menus**

WHAT'S WORKING?

- **QSR chains add snack options to menus**
- **Casual dining restaurant menus innovate with small plates**

WHAT'S STRUGGLING?

- **Mall closings put snack shops at risk**

WHAT'S NEXT?

- **Fast casuals become happy hour destinations**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **MTO snacking is increasing, but remains a low proportion of consumers' overall snack consumption**
- **Consumers visit a variety of locations for MTO snacks**
- **Parents are important MTO snack customers**
- **Healthy means different things across generations of snackers**

FOODSERVICE SNACKING PURCHASE LOCATIONS

- **Fast food restaurants remain most visited for snacking occasions**

Figure 9: Foodservice snacking purchase location in last three months, March 2017 and November 2018

- **iGens love MTO snacks**

Figure 10: Foodservice snacking purchase location in last three months, by generation – Nets, November 2018

Figure 11: LSR foodservice snacking purchase location in last three months, by generation, November 2018

Figure 12: Retail foodservice snacking purchase location in last three months, by generation, November 2018

- **Parents are top foodservice snackers**

Figure 13: Foodservice snacking purchase location in last three months, by parental status, November 2018

Figure 14: Famous Dave's of America's email "Sunday Funday with All Day Happy Hour!"

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 15: LSR foodservice snacking purchase location in last three months, by parental status, November 2018

FOODSERVICE SNACKING FREQUENCY

- **MTO remains a low proportion of consumers’ overall snacks**
Figure 16: Foodservice snacking frequency, November 2018
- **Dads are frequent purchasers of MTO snacks**
Figure 17: Foodservice snacking frequency, by parental status, November 2018

SNACKING ATTRIBUTES BY OCCASION

- **Foodservice snackers are doing so more often throughout the day**
Figure 18: Snacking occasions – Net: Any snacking and foodservice snacking, November 2018
Figure 19: Desired snacking attributes by daypart – Net: Any occasion, November 2018
Figure 20: Restaurant behaviors, by generation, October 2018
- **Foodservice snackers seek different attributes throughout the day**
Figure 21: Correspondence analysis – Snack attributes by occasion, November 2018
Figure 22: Snack attributes, by occasion, November 2018
Figure 23: Starbucks August 2018 Happy Hour promotion
Figure 24: Domino's: Your Late Night Snack Buddy

FOODSERVICE SNACK MOTIVATORS

- **Foodservice snackers see snacking as a way to relax**
Figure 25: Snack motivators – Net: Any snacking and any foodservice snacking, November 2018
Figure 26: Chick-fil-A email, “Enjoy a Midweek Snack TODAY Only!”
- **Frequent snackers are more motivated by health**
Figure 27: Snack motivators, by net – Frequent and infrequent foodservice snackers, November 2018
Figure 28: Sweetgreen email, “Snack Game Strong”

FOODSERVICE SNACKING BEHAVIORS

- **Four in 10 consumers typically purchase a beverage with their snack**
Figure 29: Foodservice snacking behavior statement agreement, November 2018
- **Half of frequent snackers do so in transit**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 30: Foodservice snacking behavior statement agreement, by frequent versus infrequent snackers, November 2018

- **Household income plays a key role in snack habits**

Figure 31: Foodservice snacking behavior statement agreement, by household income, November 2018

HEALTHY SNACK ATTRIBUTES

- **High-protein snacks are of interest to health-conscious consumers**

Figure 32: Healthy snack attributes – Net: Any rank, November 2018

- **Baby Boomers want high-fiber and low-fat snacks**

Figure 33: Healthy snack attributes – Net: Any rank, by generation, November 2018

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Consumer qualitative research**
- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE CONSUMER

- **Correspondence Analysis Methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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