

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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