

## Snacking in Foodservice - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"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**

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.

**BUY THIS  
REPORT NOW**

**VISIT:**  
store.mintel.com

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
reports@mintel.com

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Snacking in Foodservice - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## 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

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

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Snacking in Foodservice - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## 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!"
  - 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

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Snacking in Foodservice - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

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

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)