The Anatomy of Snacking

HEAD-TO-TOE SNACK STATS

Snacking has long been an integral part of the average consumers' lifestyle. And, while this is still very much the case, the way people think about snacking is changing. Snacks are no longer just a "little something" to bridge the gap between meals. They are a lifestyle. And as the daily life of consumers continues to pick up speed, new snacking habits and expectations are taking hold — fast.

Thoughts on Snacks

Over 1 in 5

have changed their definition of snacks to include **more types of foods**.

Breakfast is now considered a snack.

Free-form dining habits like **all-day breakfast** are redefining what qualifies as a snack food.

Snacks are meals.

Consumers increasingly **replace 1 to 2 meals per day with snacks**.



view snacks as an important part of a healthy eating plan.

Snack time

All-Day Snacking

When people snack

Early morning	**26%**
Morning	**36%**
Afternoon	**66%**
Evening	**57%**
Late Evening	**40%**



Consumption of Snacks

Everyone snacks

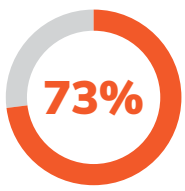
Millennials	**23%**
GenX	**33%**
Boomers	**33%**
Seniors	**11%**



of consumers say they snack at least 1x per day.

On-the-Go Snacking

The hustle and bustle of daily life has created an on-demand convenience culture. People want their snacks **when** they want them. But, they also want them **how** they want them.



of consumers **grab snacks as they need them**.

What people look for in snacks

% of consumers who rate these qualities as important

Flavor or taste	81%
Freshness	63%
It will satisfy my hunger	63%
Quality	60%
A brand I like	57%
Speed of preparation	50%
Price	49%
Portability	48%
Portion size is not too large	43%

SOURCES:
Technomic, 2018 Snacking Occasion Consumer Trend Report, 2018.
IRI, How America Eats: The State of the Snack Industry, April 2019.