



Fast facts: Snacking



In much of the developed and developing world, increasingly busy lifestyles are driving growth of snacking occasions and fueling demand for grab-and-go convenience. Globally, attitudes towards snacking are evolving, driven by younger consumers who are more likely to agree that snacking helps to keep energy levels up and that eating healthy snacks is a good way to manage weight making snacking a huge opportunity for connecting with consumers.

Snacking consumption



Estimated values in Billion USD for 2016¹

Shifting towards more natural snacking options⁴

63%



Fresh fruit & vegetables

42%



Dairy-based

40%



Nuts & seeds

Snacking occasions⁴



73%



94%



88%

Snacking frequency a day⁵



*Based on the snacking frequency a day

Snacking motivations



The largest percentage of snackers do so for a **treat**. Health-focused snacks should **aim at enjoyment**.³

Opportunities



Out-of-home dairy

Ambient dairy offerings that can be stored at room temperature represents an **untapped opportunity**.



Snack meal

Snacks as meal replacements are a growing opportunity.¹



Protein-rich snack

A big opportunity to target the on-the-go consumers looking to **satisfy a craving** and boost energy levels.⁶



Flexible packing for on-the-go

Pouch packaging, single serves, and re-sealable packaging can **increase portability** and help reduce waste.⁴

Sources:

1. Euromonitor | Packaged food 2017
2. Mintel | Food & Beverages
3. Mintel | 'Snacking Motivations and Attitudes' May 2017
4. Mintel | 'Consumer Snacking Trends' January 2017
5. New Nutrition Business | '10 Key Trends In Food, Nutrition & Health 2016' December 2016
6. Mintel | 'Dairy Snacking' August 2017