Attacking the Snacking Craze

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Any Food, Any Time

• 39% of consumers and 57% of those ages 18-34 say their definition of a snack has changed and now includes more foods and beverages

• 37% say any food can be a snack as long as the portion is smaller
Snacks Replace Meals

• More consumers say they skip or replace one or two meals per day with snacks
• Afternoons and evenings lead in snacking, with Happy Hour and bar snacks on the rise
• 44% of consumers say they eat snacks as second breakfast once they get to work or school
Health Check

• 30% say snacking between meals is part of a healthy diet
• 34% say they are snacking on healthier foods compared to two years ago
• 25% of consumers say they plan to snack more healthfully in the next 12 months.
Street Cred

• Consumers in Asia, Latin America and the Middle East have a long tradition of snacking from street carts, kiosks and stalls

• Small, handheld, portable global street foods adapt well to today’s snacking style in the U.S.

• 42% of Gen Z express interest in seeing more international street foods on menus
Drink Up

- Versatile and portable, beverages will serve a wider variety of snacking needs
- 59% of consumer snack occasions include a beverage, with or without food
- Juices, teas and smoothies can be positioned as snacks, calling out protein, antioxidants and other health halo attributes