

# 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

