

Food insights series: **Snacking in Pubs²⁰²⁵**

*A practical and comprehensive guide
designed to enhance your understanding of
both pub snackers and non-snackers,
empowering you to develop the most
effective strategy*

NielsenIQ



Insights into snacking trends

The CGA Food Insights Series: Snacking in Pubs 2025 offers valuable insights into consumer packaged snacking preferences in pubs, highlighting key opportunities for suppliers and wholesalers to cater their offering to the needs of the end-consumer.

The report delves into consumer preferences and purchasing patterns, willingness to spend, trending flavours, factors driving purchase, and barriers to consumption. It provides a comprehensive analysis based on a survey sample of 10,000 British pub visitors who have visited the channel in the past 6 months.

The report offers a window into evolving consumer trends, allowing wholesalers and suppliers to make informed decisions, develop effective sales strategies, and capitalise on new opportunities in the market.



How will this report benefit you?

Sales & Commercial

Produce authentic sales stories to clearly illustrate the value of buying into your portfolio of brands.

Justify propositions and make data driven decisions.

Category & Insights

Generate cost savings by removing the need to commission expensive research programs.

Demonstrate strong thought leadership with highly relevant and category specific outputs.

Innovation & NPD

Get ahead of the competition by powering your innovation pipeline with consumer backed trends.

C-Suite

Save time preparing complex internal reports and get an impartial view of the latest market developments and competition landscape.

Key insights the report explores:

Consumers who purchase snacks in pubs:

- Demographic breakdown of snacking consumer groups
 - Frequent pub snacker vs average pub snacker
 - Gen Z pub snacker vs Millennial+ pub snacker
 - Affluent pub snacker vs non-affluent pub snacker
- Preferred snack and flavour profiles across all consumer groups
- Willingness to spend – how much is considered too much?
- Explore the consumer journey and learn where and when snacking purchase decisions are made
- Expected behavioural changes over the next 12 months

Barriers to snacking in pubs:

- Demographic breakdown of non-snacking consumer groups
 - Frequent pub snacker vs average pub snacker
 - Gen Z pub snacker vs Millennial+ pub snacker
 - Affluent pub snacker vs non-affluent pub snacker
- Learn why these consumers are not engaging with snacking offerings in pubs
- Explore factors that could encourage these consumers to purchase snacks in pubs
- Willingness to spend - how much is considered too much?

Methodology



Quantitative online survey



Autumn 2024



Nationally representative sample of 10,000 GB consumers who visited **pubs** in the last 6 months

NIQ



**XX% of GB Pub consumers
purchase snacks *every time* or
*most of the time***



Example
Output

Crisps are by far the most popular go-to snack at pubs, but XX also appeals to over 2 in 5 pub consumers

What type of snacks do you typically purchase at pubs?



CGA by NIQ, Snacking Spotlight 2025, Sample Size: 7,868

Food Insights Series *CGA by NIQ*

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Contact us

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