

Snackonomics 3.0

Part II: Cravings to consequences – the economics of modern snacking

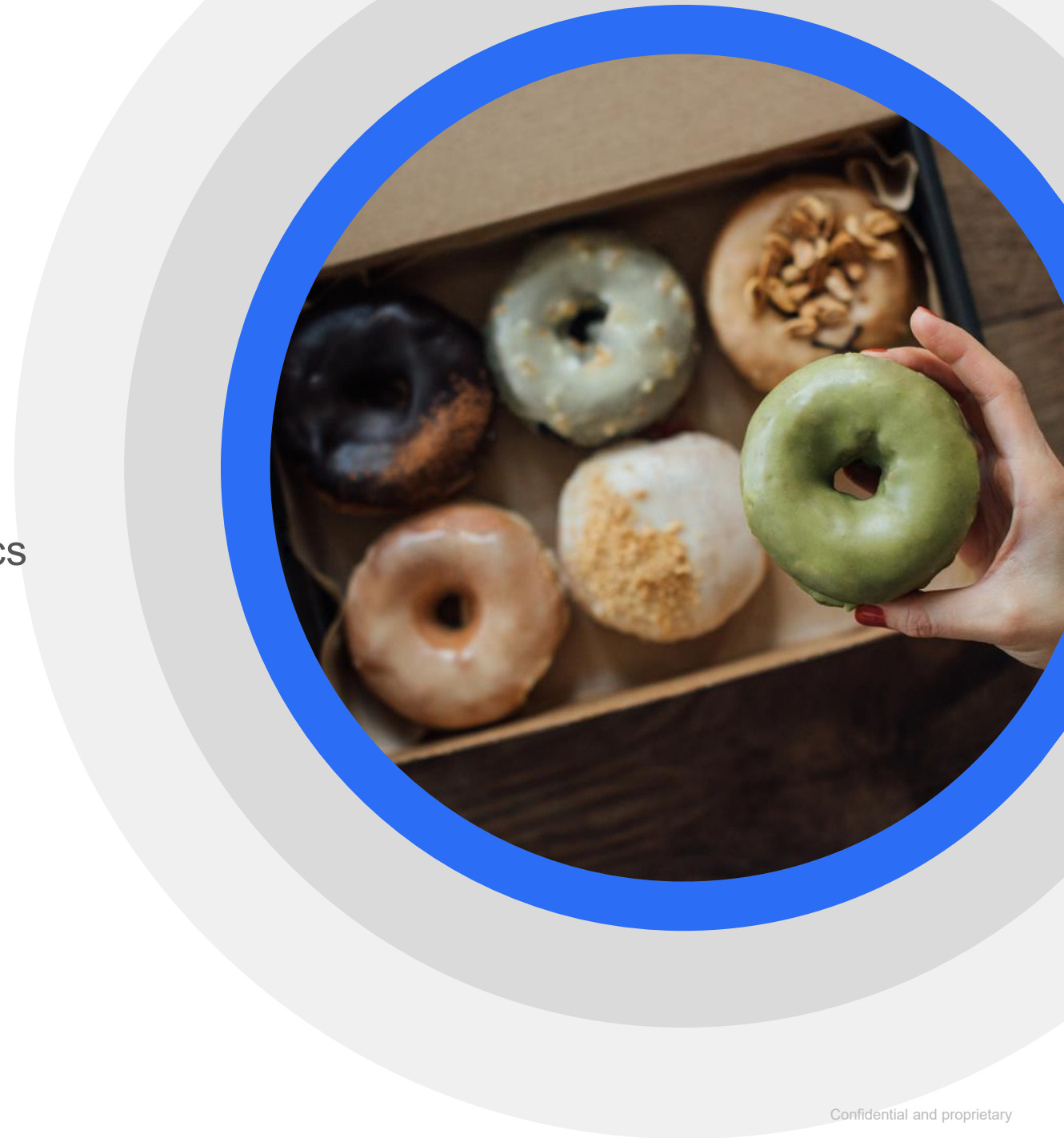
Chris Costagli

Vice President, Food Insights Lead

Carly Levin

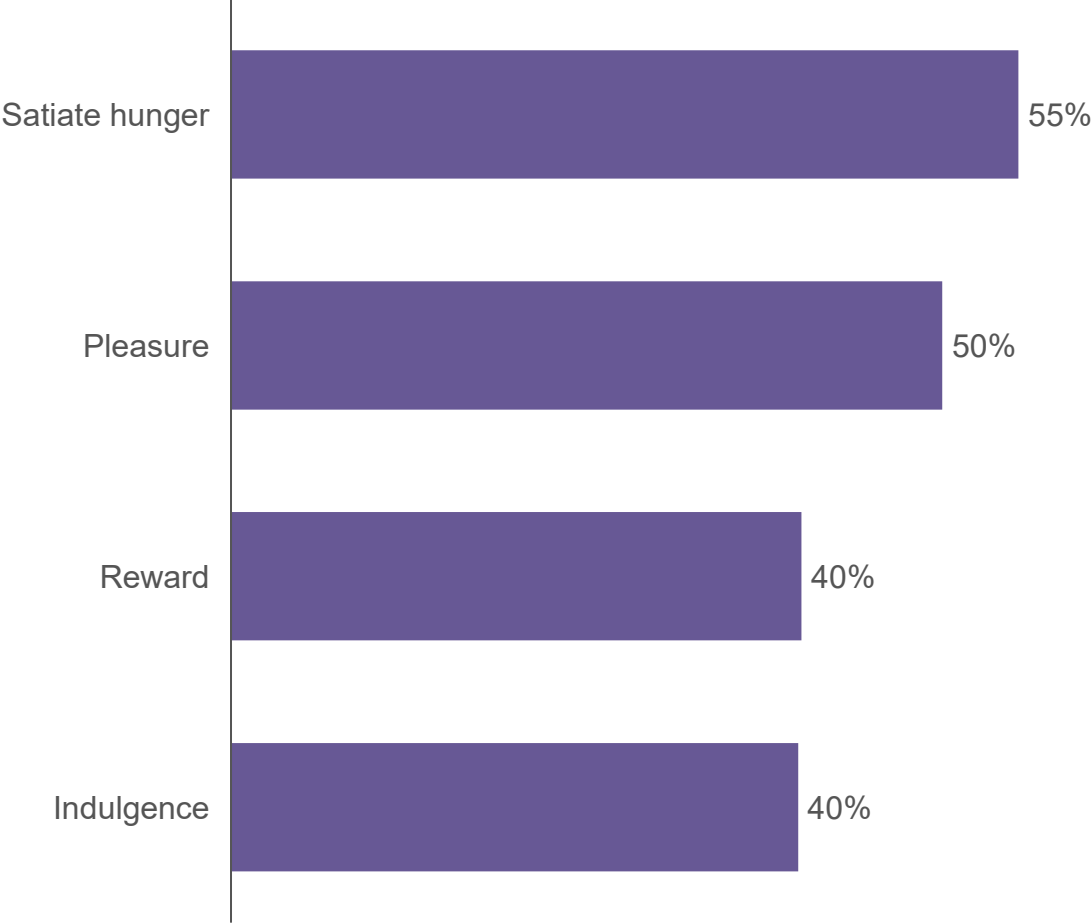
Director, Strategic Thought Leadership

NielsenIQ



We snack to relieve hunger and for joy, but...

Top Reasons For Snacking

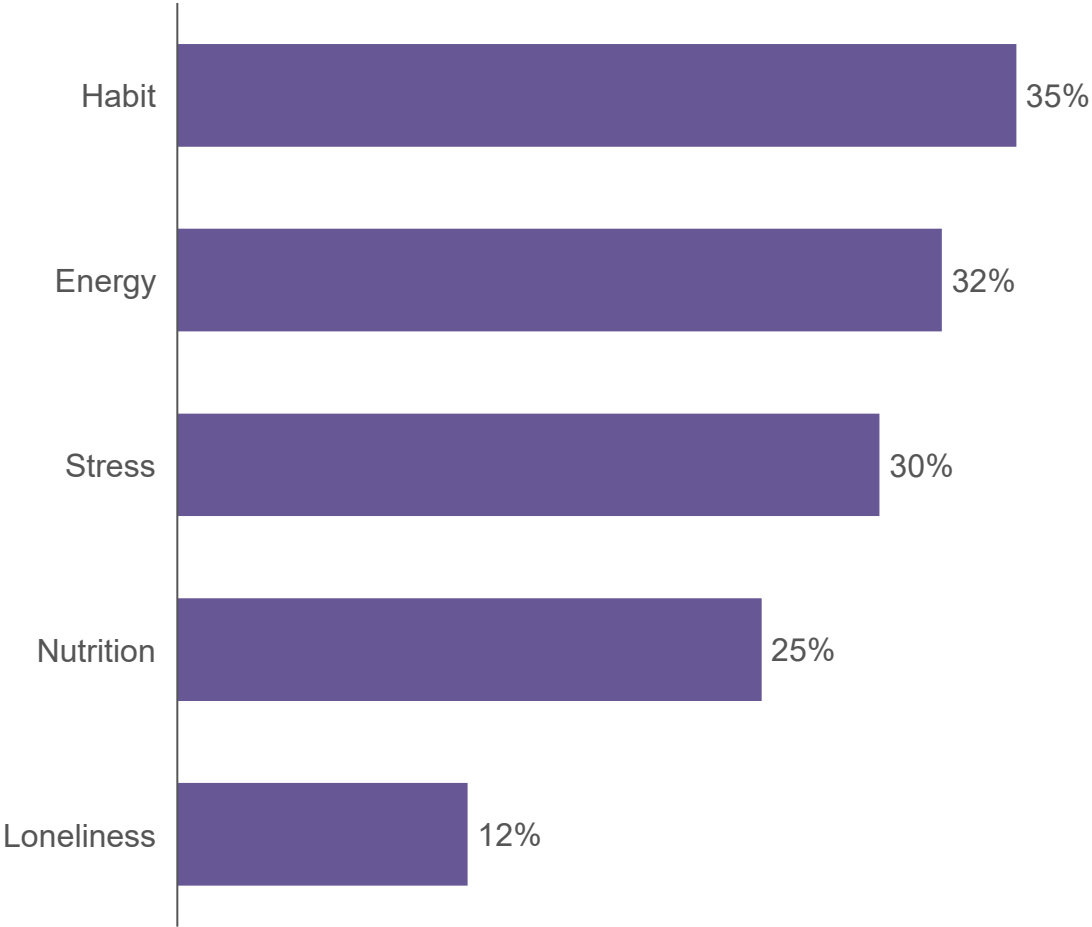


Source: NIQ, BASES Snackonomics 3.0 Survey, April 2025, n=3,123



...we snack for a lot of other reasons too...

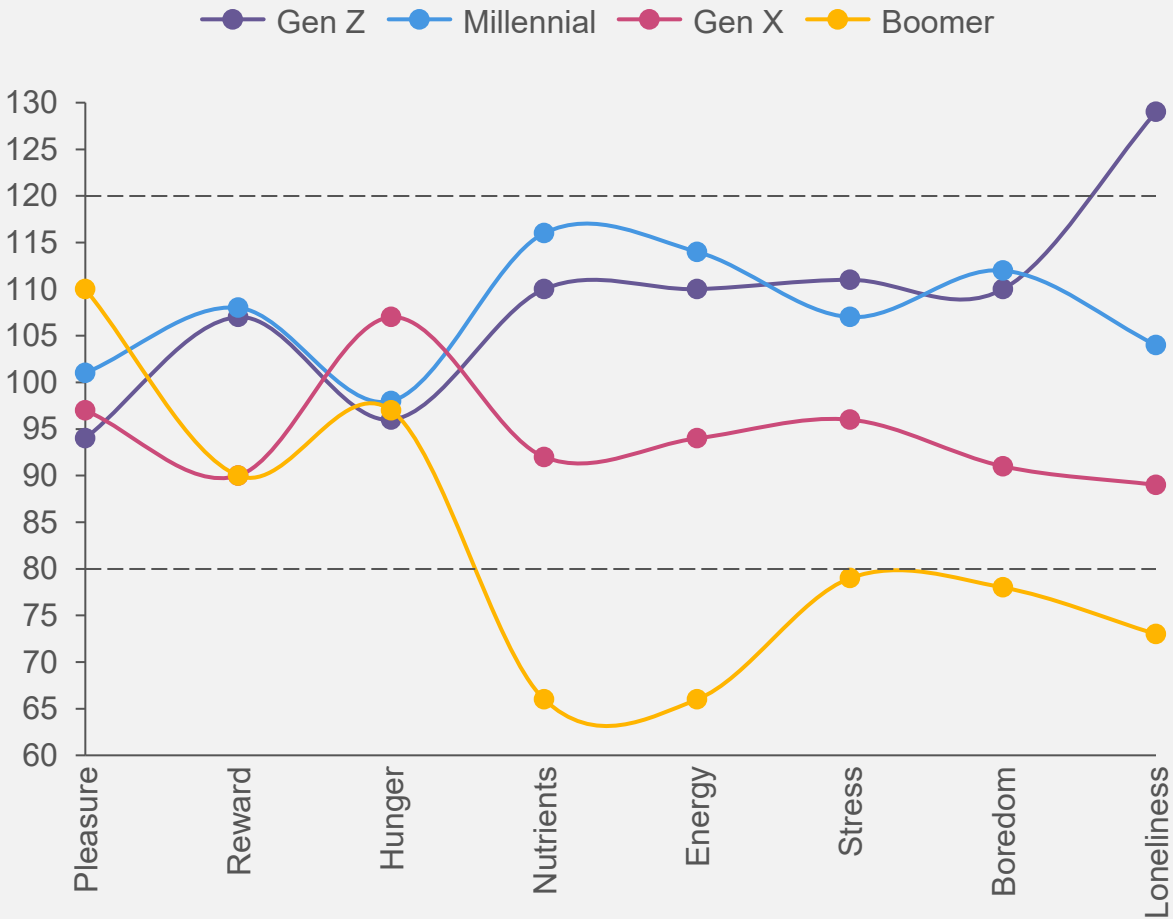
Top Reasons For Snacking



Source: NIQ, BASES Snackonomics 3.0 Survey, April 2025, n=3,123 Vs. Snackonomics 1.0, June 2023 n=2,500
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

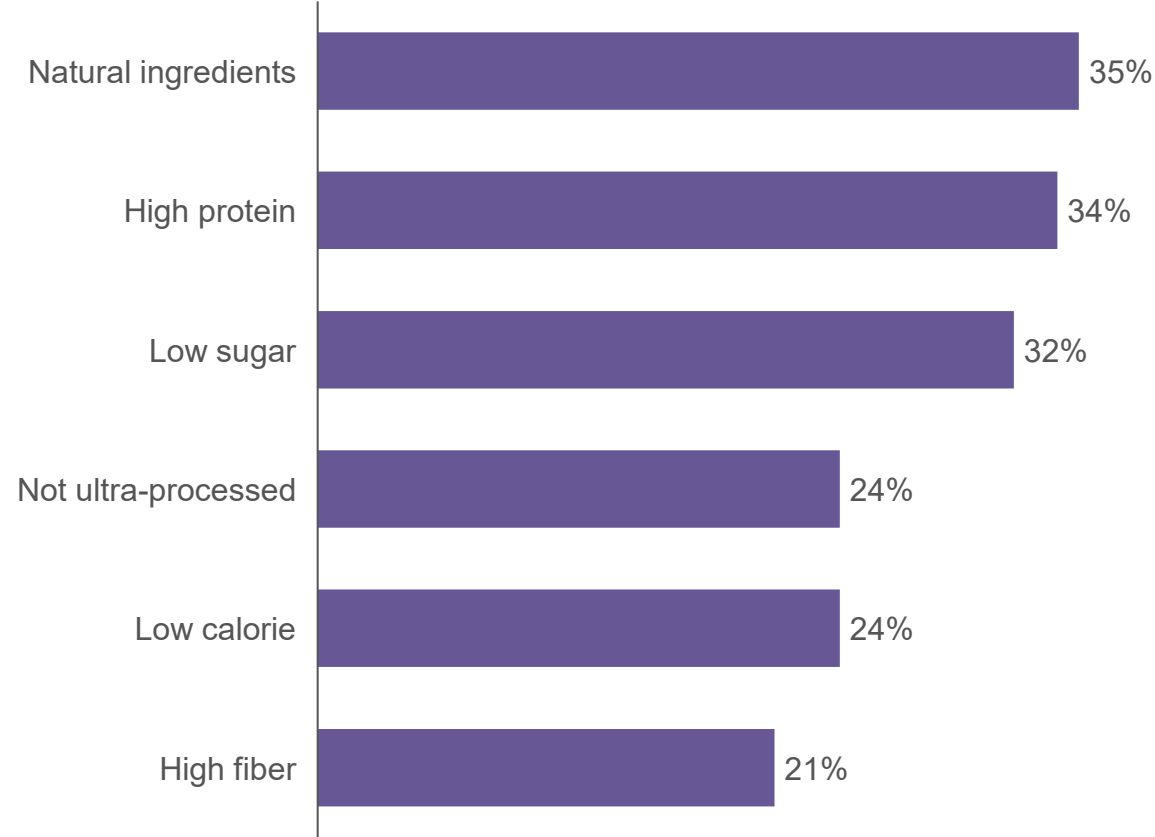
...with disparity in motivation

Snacking Motivators By Generation



Snackers pay attention to characteristics...

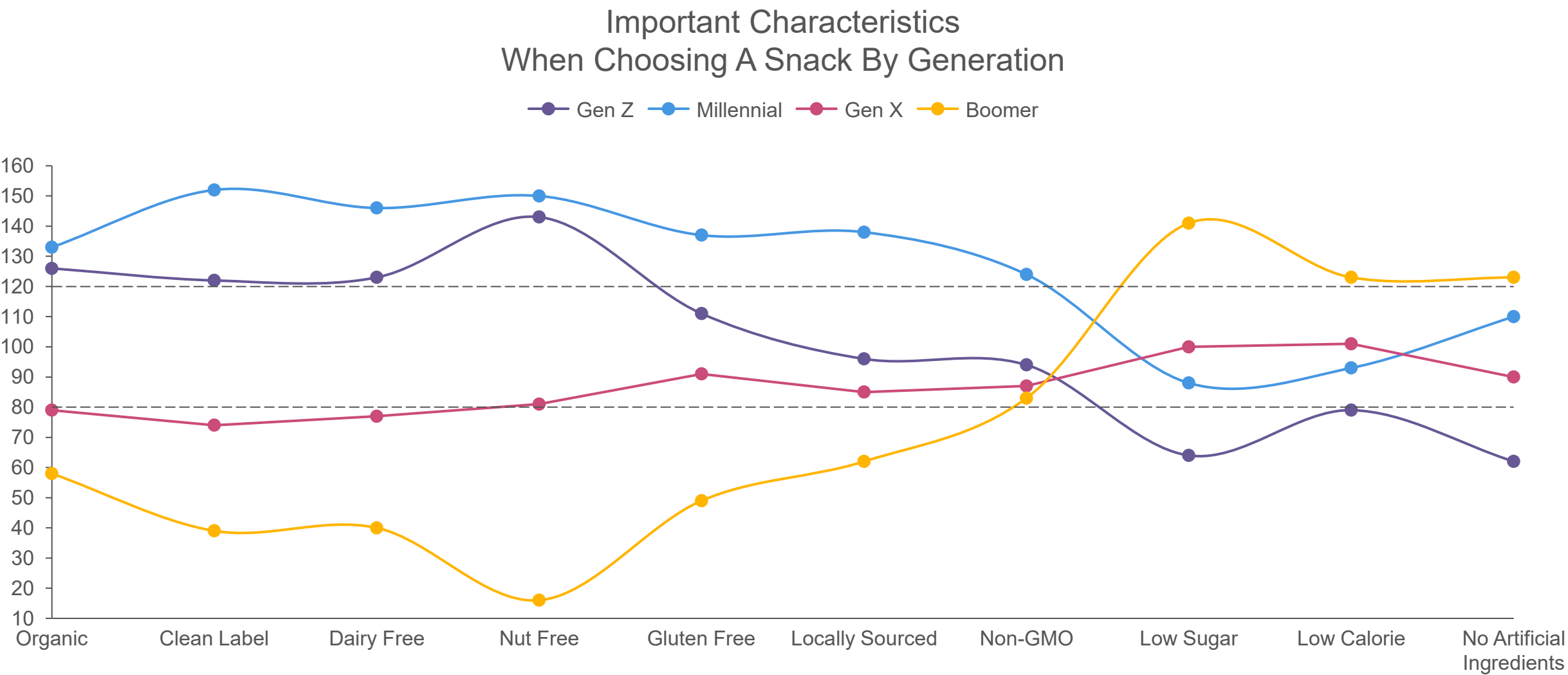
Important Characteristics
When Choosing A Snack



Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003



...but what they are on the lookout for varies



Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Ingredients are under the microscope

25% of snackers say they
are looking for snacks

*free of artificial
ingredients*

like colors, preservatives,
and other additives

Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003



Shoppers are paying attention and...

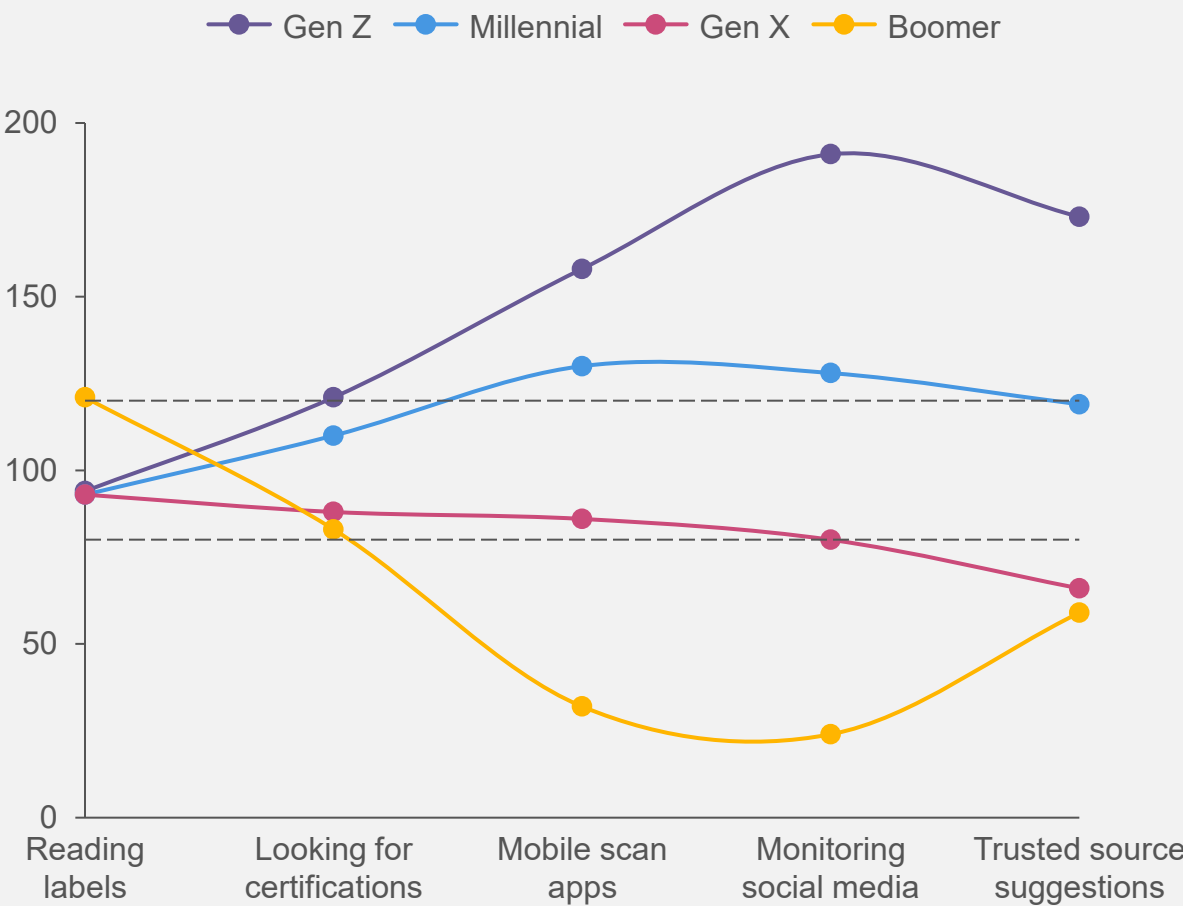
How Shoppers Check For Artificial Ingredients



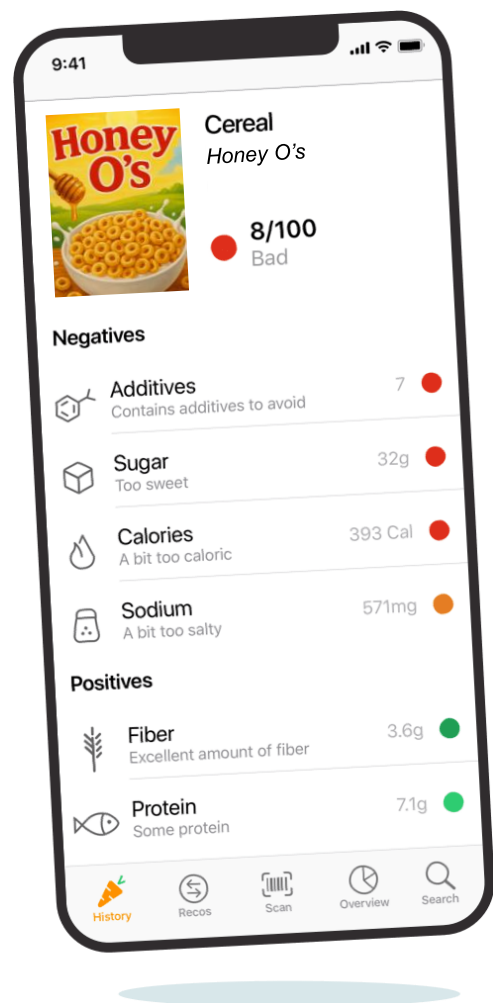
Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

...younger shoppers are enlisting technology

Reassurance Methods By Generation



Apps like Yuka, can help inform purchase decisions



Food analysis

Yuka analyzes food items, providing a detailed data sheet for each product to explain how it was evaluated.



Cosmetic analysis

Yuka analyzes hygiene and cosmetic products. You get a detailed data sheet for each product to help you understand its score.



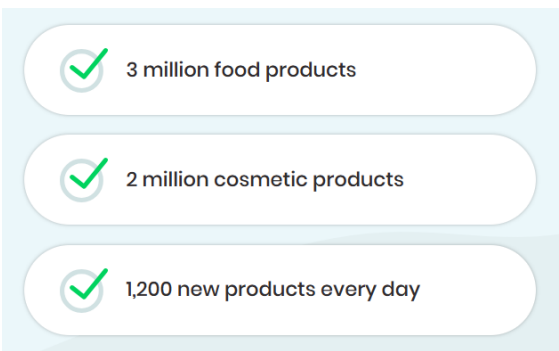
Recommendations

When you scan a product that scores poorly, Yuka offers independent recommendations for similar items that are better for your health.



History

Yuka displays the products you have already scanned. An easy-to-understand color code lets you view the product's impact on your health.



Source: Yuka

Retailers are taking action to help their shoppers avoid artificial ingredients

WHOLE FOODS MARKET

Search In-Store Products

Whole Foods Market Find a Store

Log In

Cart

Browse In-Store

Weekly Sales

Grocery Pickup & Delivery

Catering

Shipped to You

Recipes

Ingredients We Don't Allow in Our Food

The list of no-gos. It can be a difficult process, and the answers are not always easy, but we know our food ingredient standards are part of how we've changed the way food is grown, raised, processed and experienced around the world.

Below are many of the ingredients we've banned.

Banned Ingredients

2,4,5-trihydroxybutyrophenone (THBP)	5-HTP	acesulfame-K
acetoin (synthetic)	acetylated esters of mono- and diglycerides	activated charcoal
advantame	alkanna tinctoria	allulose
aluminum ammonium sulfate	aluminum potassium sulfate	aluminum starch octenylsuccinate

ALDI

What can we help you find?

Log in

Cart

Q. Are ALDI products MSG free?

A. We removed certified synthetic colors, added MSG, and partially hydrogenated oils from all of our exclusive brand food products in 2015. These reformulated products are the exact same high-quality and taste shoppers expect from ALDI exclusive brands. Added MSG is an artificial flavor enhancer commonly found in savory foods. It is also considered safe by the FDA, however we have opted to remove added MSG from our products due to customer concerns. It is important to note that MSG also naturally occurs in certain foods like [produce](#) and [dairy products](#), such as tomatoes and cheese.

SEPHORA

Search

Stores & Services Sephora WOODFIELD MALL

Community

Sign in for FREE Shipping

0

Cart

New Brands Makeup Skincare Hair Fragrance Tools & Brushes Bath & Body Mini Size Beauty Under \$20 Gifts & Gift Cards Sale & Offers

Clean at Sephora

Clean at Sephora

Clean Skincare (1587)
Clean Makeup (489)
Clean Haircare (563)
Clean Fragrance (495)

Filters

Pickup & Delivery

- Pickup: WOODFIELD MALL
- Same-Day Delivery: 60173
- Ship to: 60173

Price Range

Brand

Try Same-Day Unlimited FREE for 30 days

LEARN MORE

Sponsored

3098 Results

Sort by: Relevance

NEW

Summer Fridays Lip Butter Balm Treatment for Hydration + Nourishing Shine

dae

dae Cactus Fruit 3-in-1 Styling Cream with Taming Wand

NEW

Saii Dew Blush Liquid Cream Blush 11 Colors

Source: Whole Foods, Aldi, & Sephora

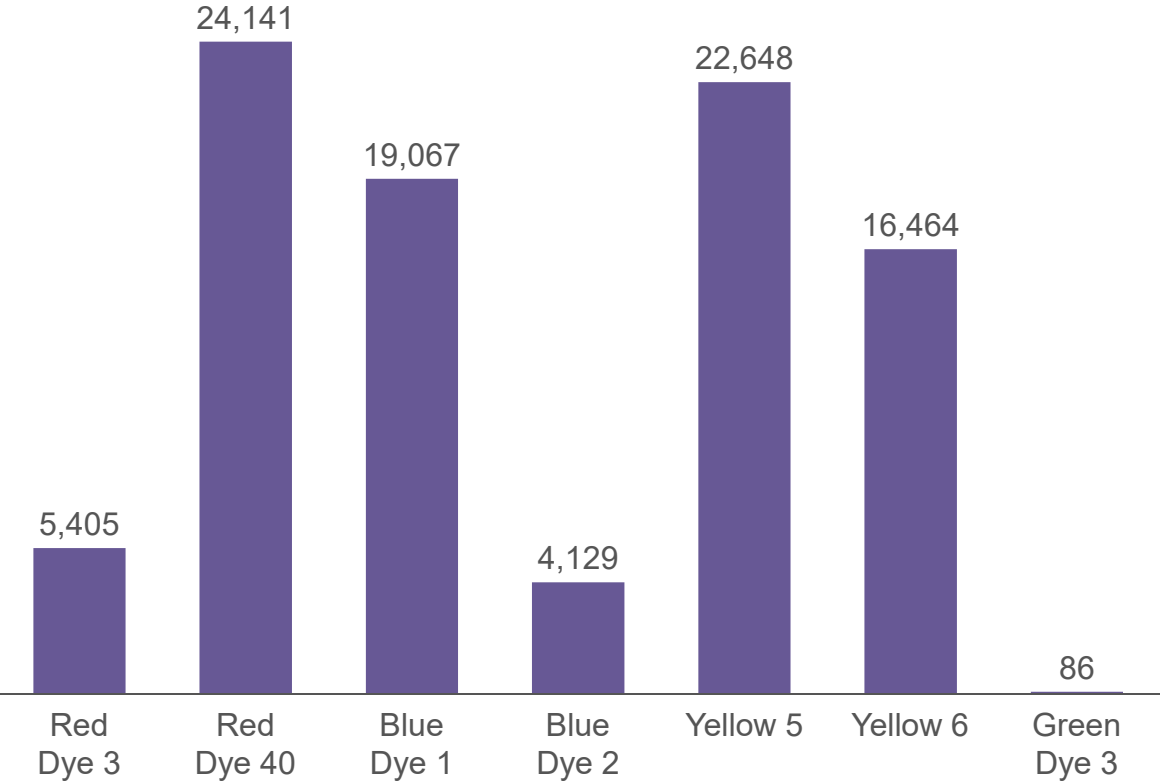
NIQ

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9

>91K F&B UPCs use these artificial dyes

Number Of Food & Beverage Items Selling
Containing Artificial Dyes

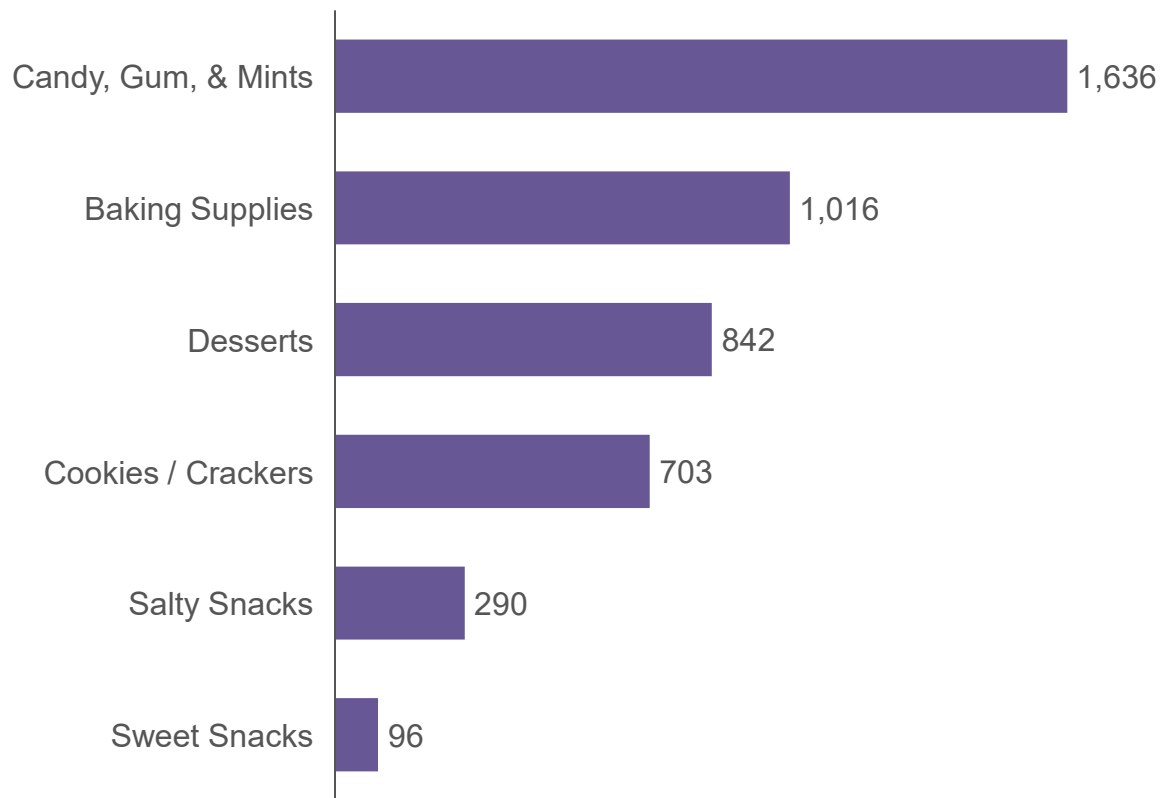


Source: NIQ, Retail Measurement Services, Powered By Label Insights, Total US Full View + Conv., 52 Weeks 4/19/2025



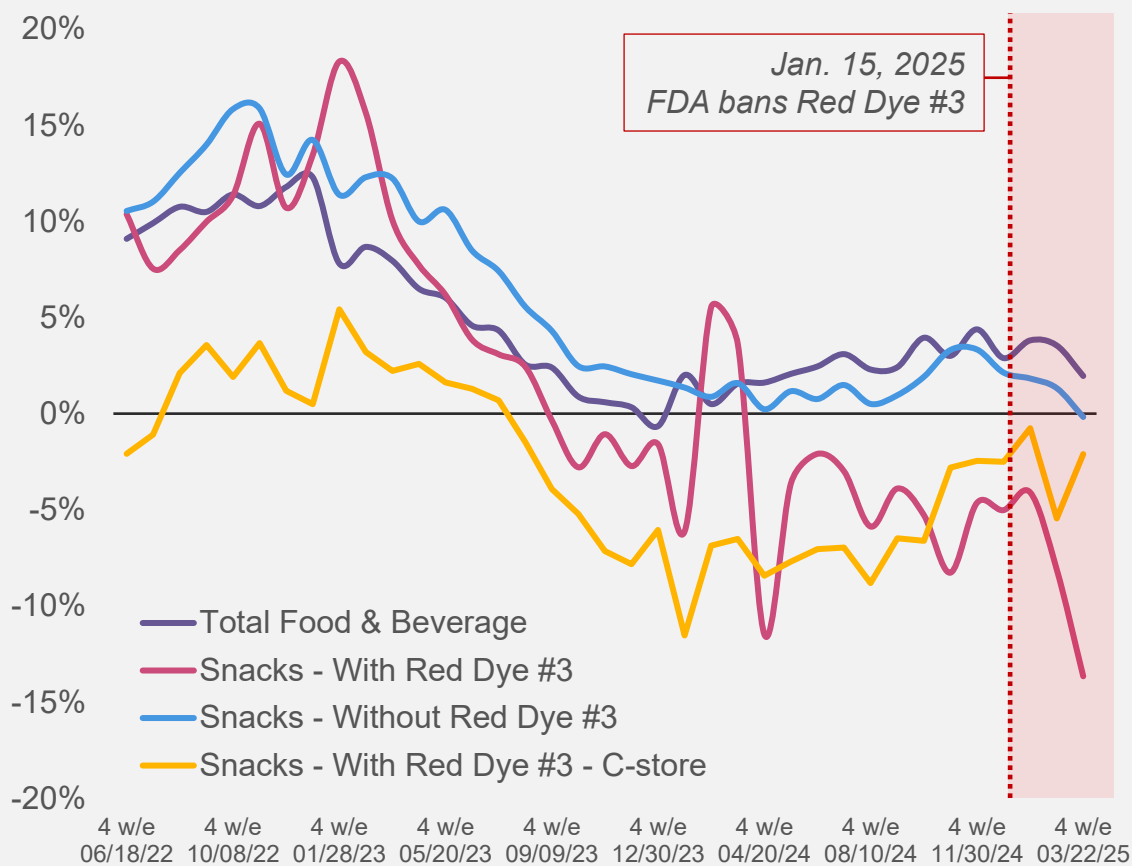
Snacks have red dye #3 risk and...

Number Of Items Selling
Containing Red Dye 3



...impact was evident after ban announced

Dollar Sales % Change
Vs. Year Ago

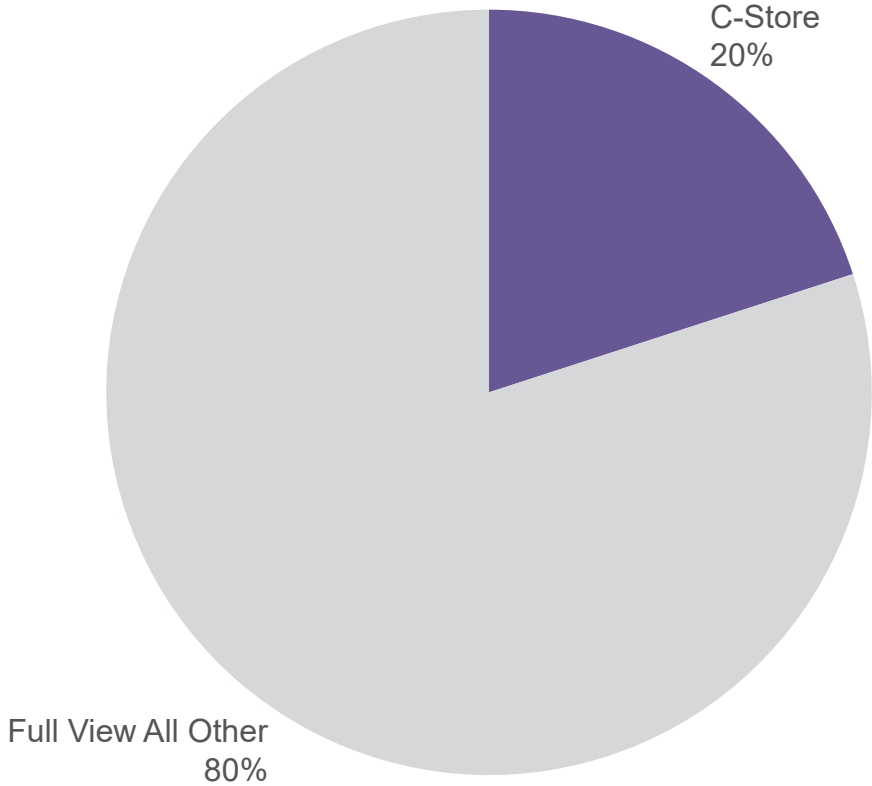


Source: NIQ, Retail Measurement Services, Powered By Label Insights, Total US Full View + Conv., 52 Weeks 4/19/2025
Note: * Red dye 3 was banned from beauty products in the 1990s. The ban in food and beverage goes into effect in January 2027, and the ban in OTC goes into effect in January 2028.

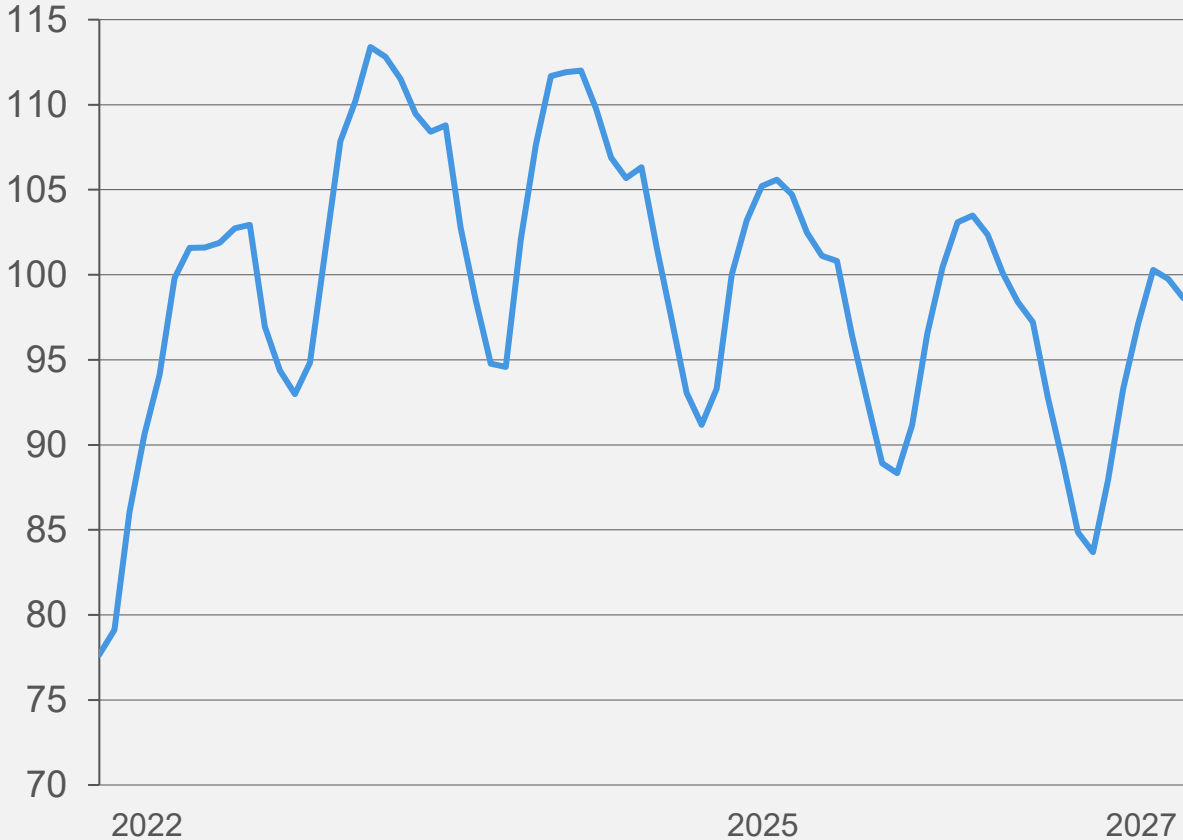
C-store is an important outlet for snacks

NIQ expects to see further contraction

Salty Snack
Dollar Sales Contribution



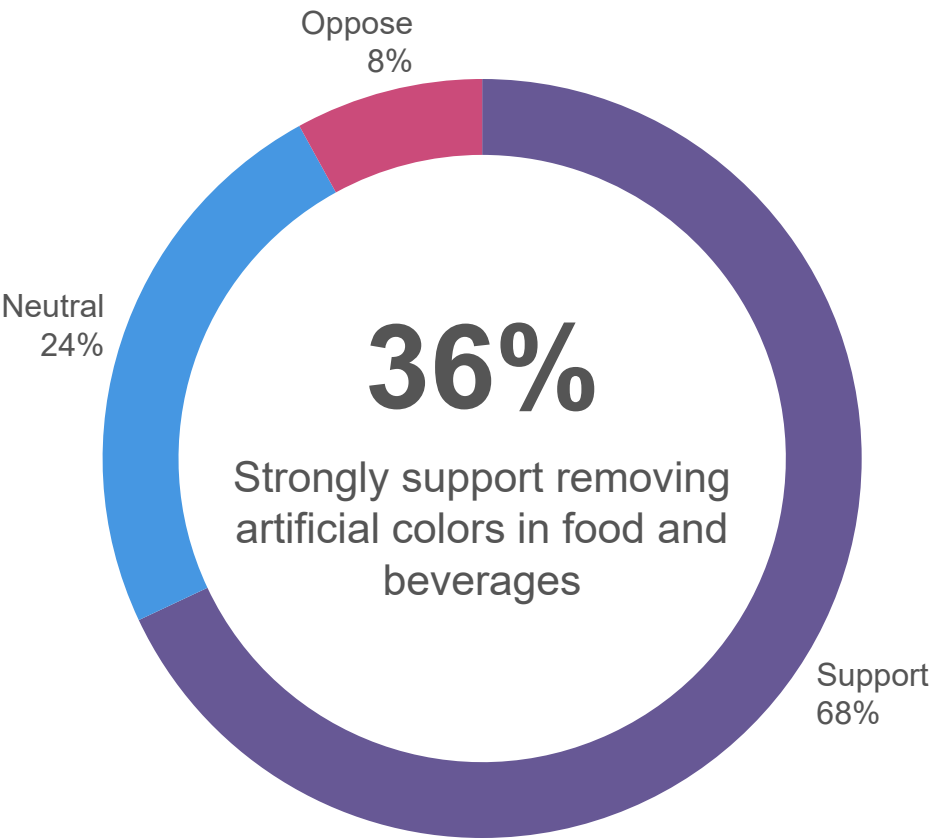
Forecasted C-Store
Salty Snacks



Left Source: NIQ, Retail Measurement Services, Total US Full View + Conv.; 52 Weeks Ending 7/5/2025
Right Source: NIQ, Forecasting @ Scale, Total US Convenience

Shoppers support removing artificial colors

Support For Removing Artificial Colors From Food & Beverages

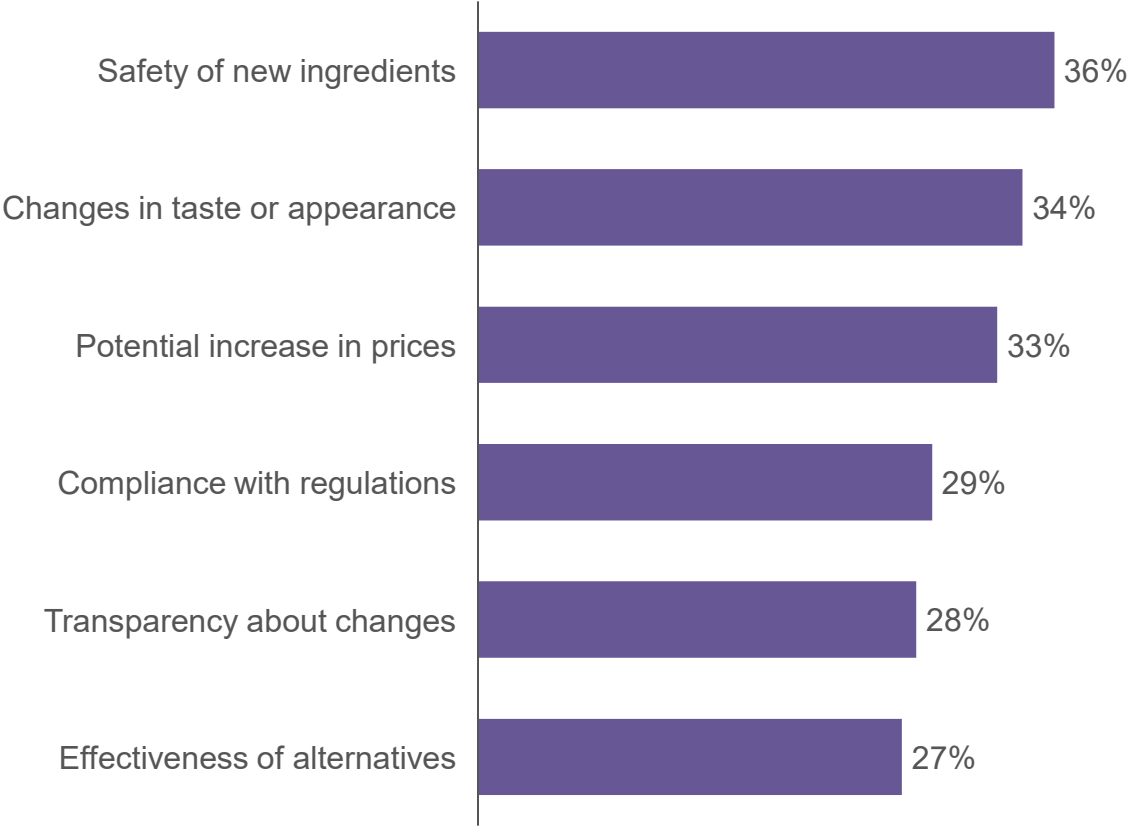


Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000



Consumers want cleaner labels, cautiously

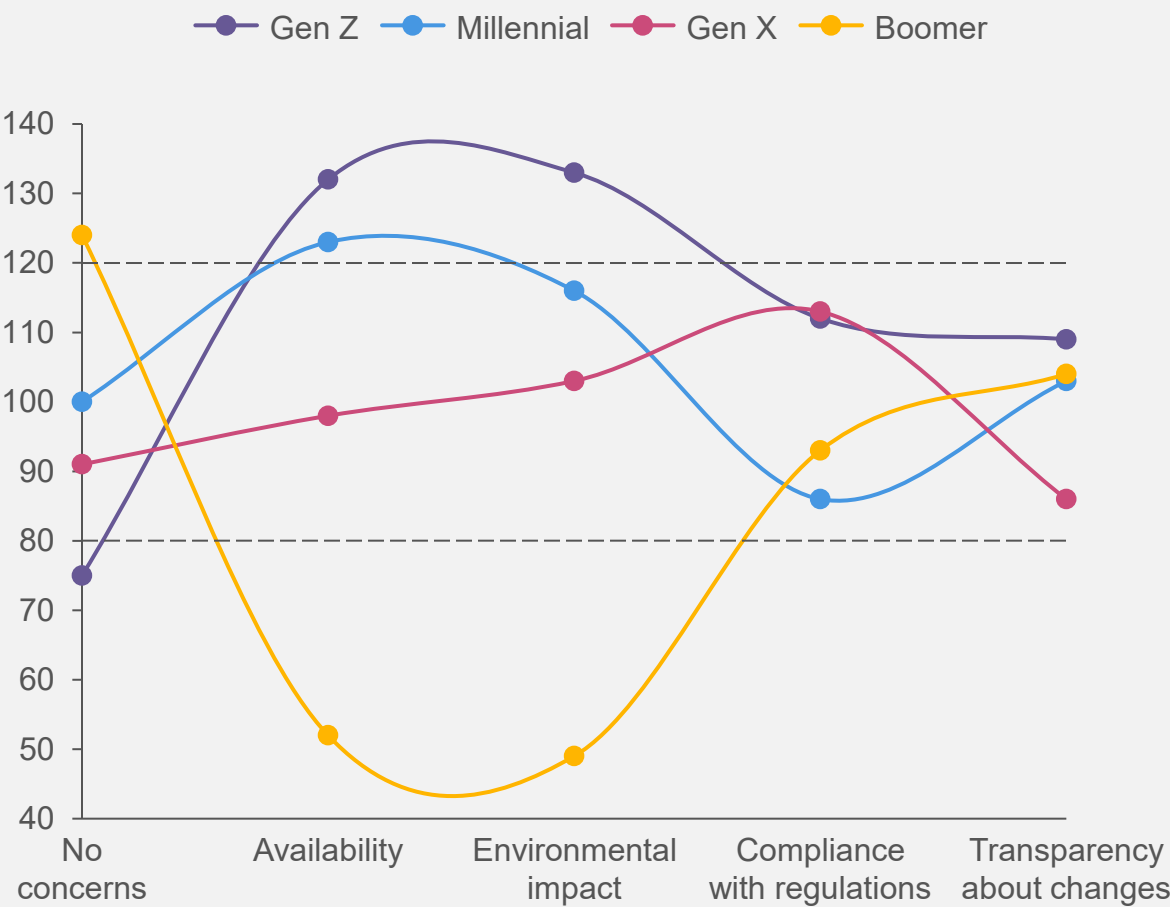
Main Concerns With The Removal Of Artificial Dyes From Food & Beverages



Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Availability matters to younger shoppers

Concerns By Generation



Artificial ingredients are impacting trust

18% of shoppers say the FDA's
scrutiny on artificial colors has

*decreased
their trust*

in brands using these ingredients

Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000



Trust is a brand's most valuable asset

41%

Of consumers say they have stopped buying a food brand due to a loss of trust

72%

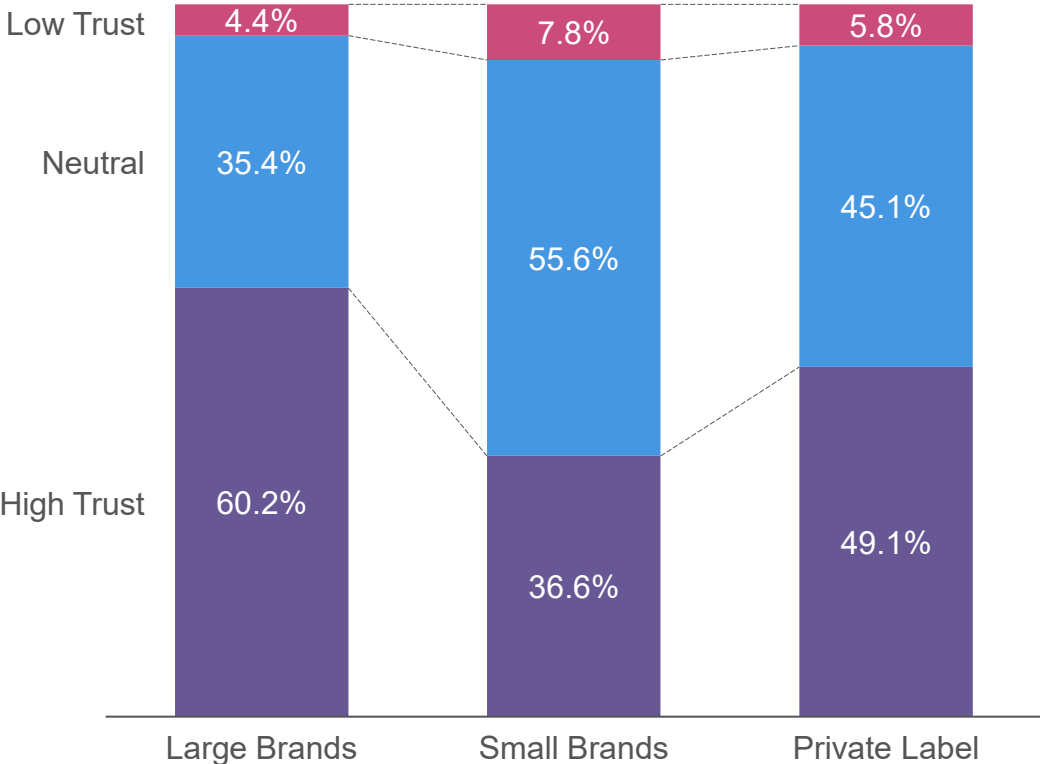
Of consumers say they would switch to a different food brand if they lost trust in their current brand

Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000



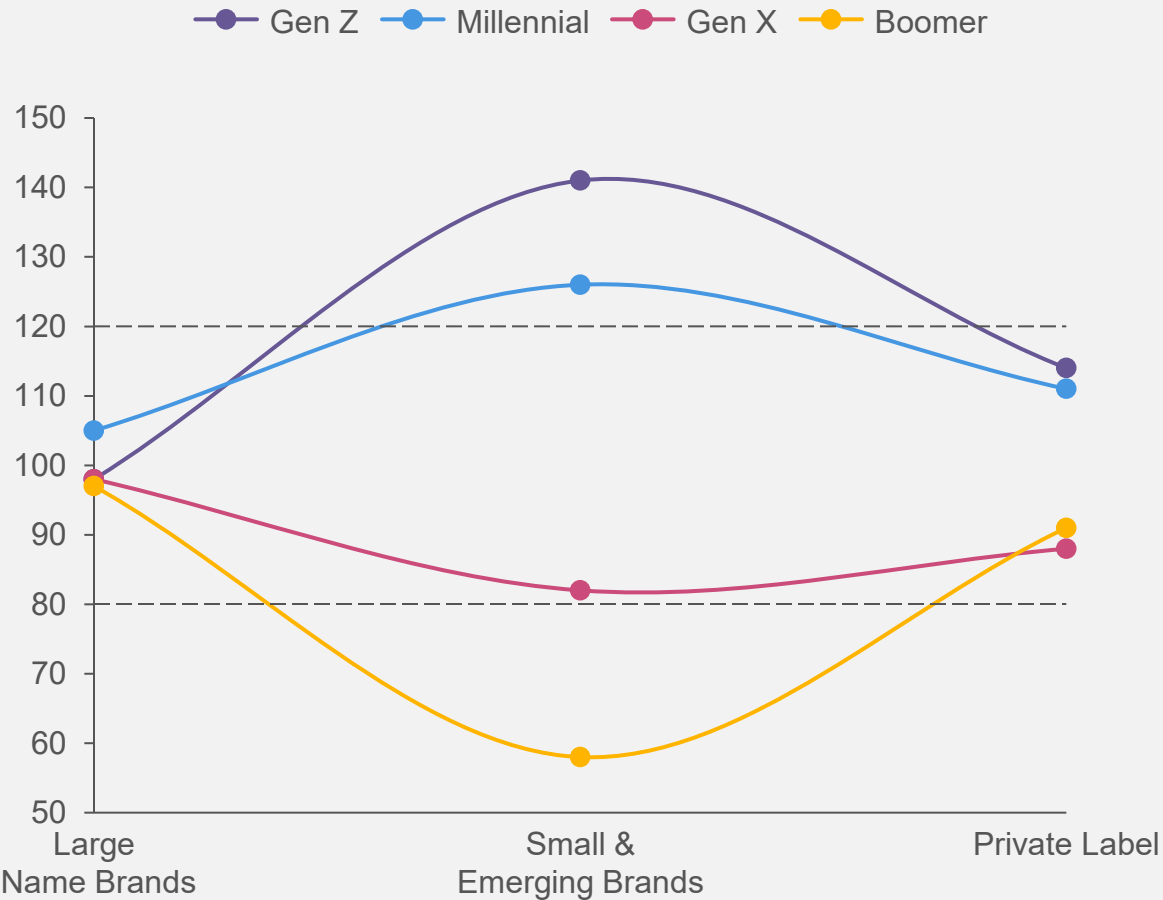
Large food brands have the most trust...

Trust In Food Brands
By Brand Type



...but younger shoppers trust small brands

High Trust In Food Brand Type
By Generation



Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Trust starts with quality and value...

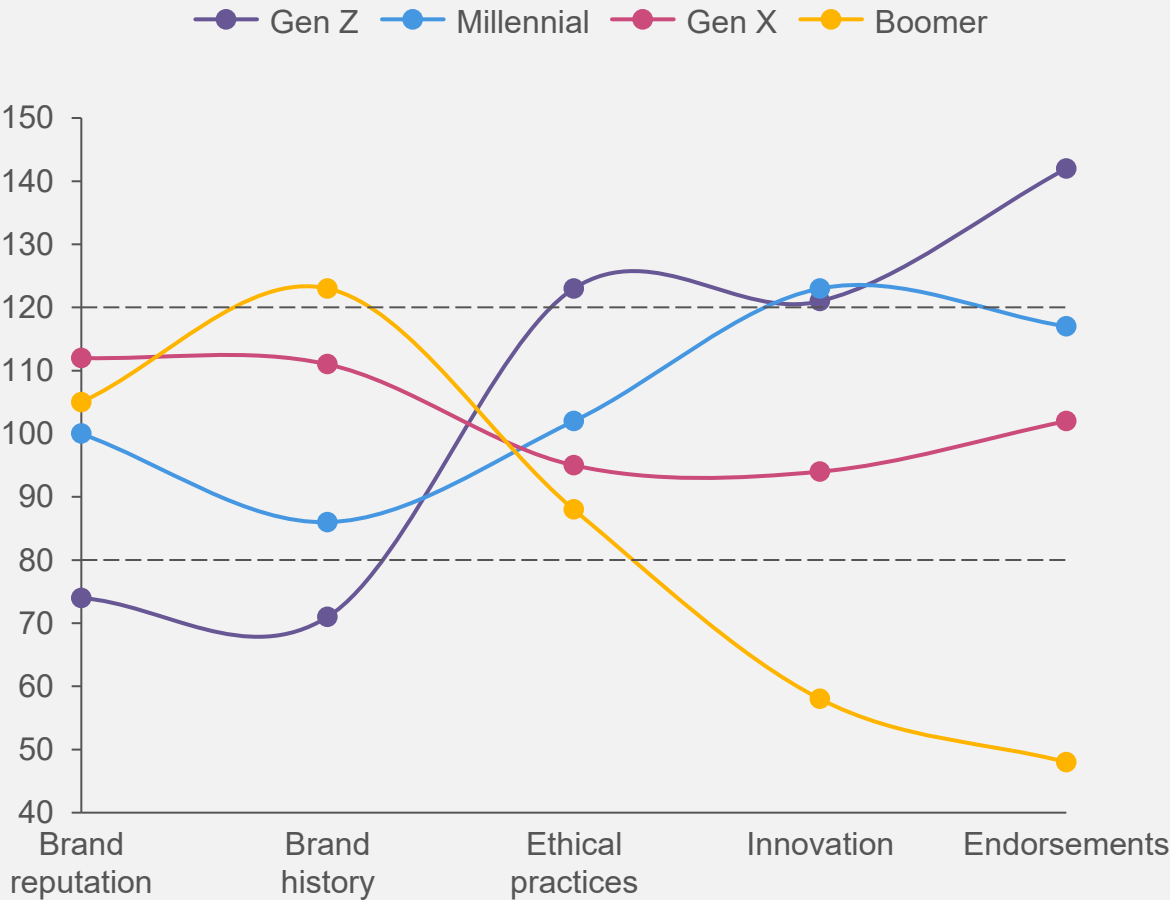
Factors That Contribute The Most To Food Brand Trust



Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

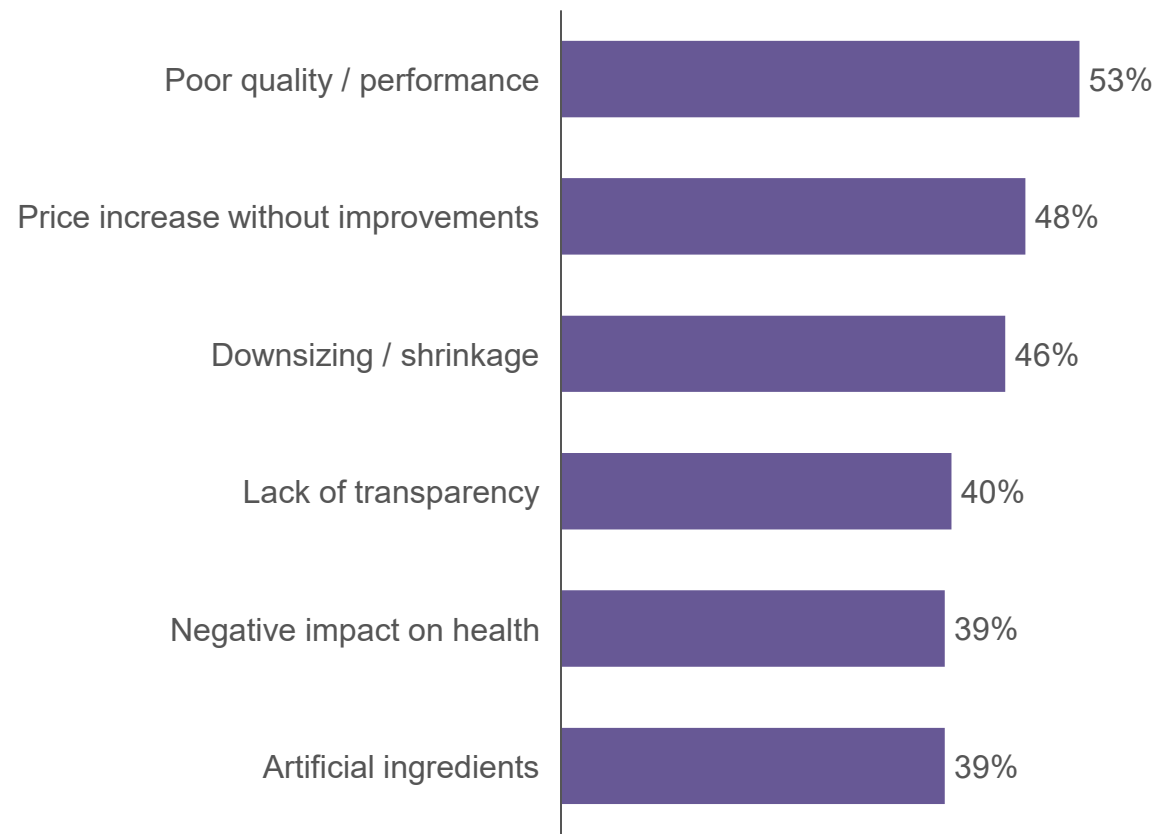
...brand legacy does not guarantee trust

Food Brand Trust Drivers By Generation



Trust erodes fast over quality, price, & size

Leading Reasons Food Brand Trust Declined For Some

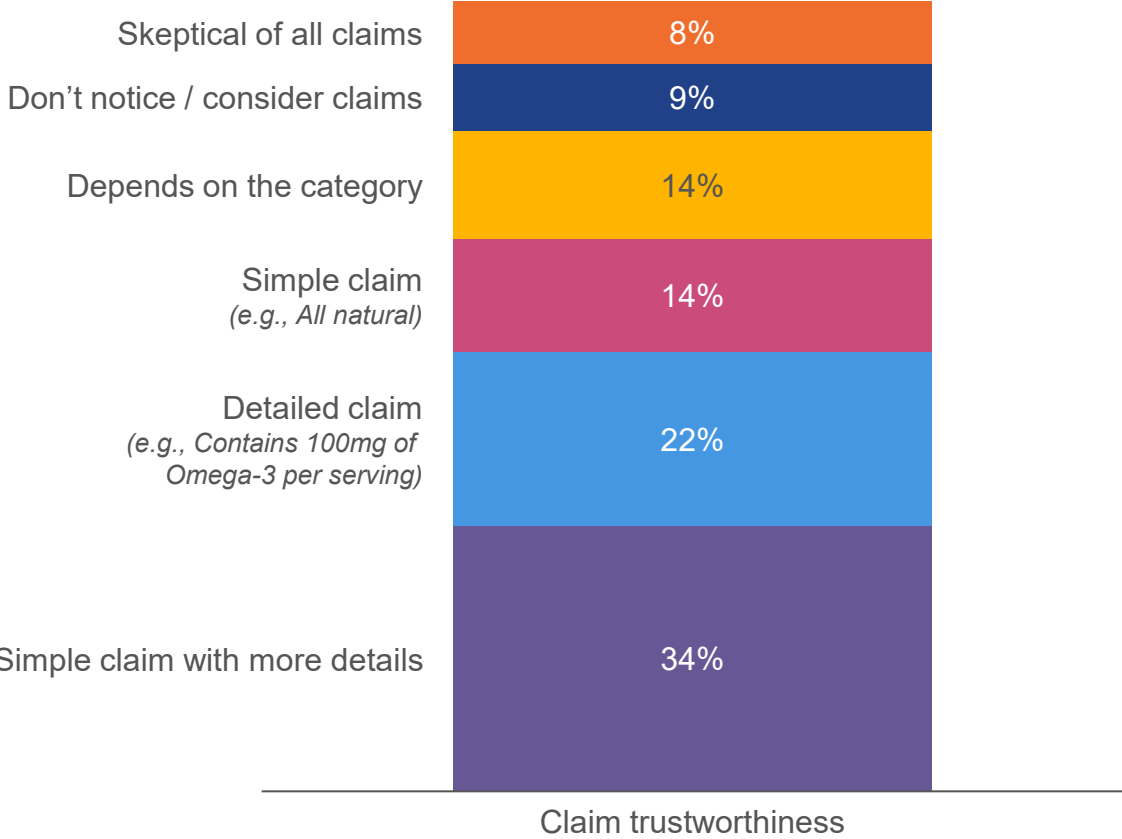


Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000



Getting product claims right is critical...

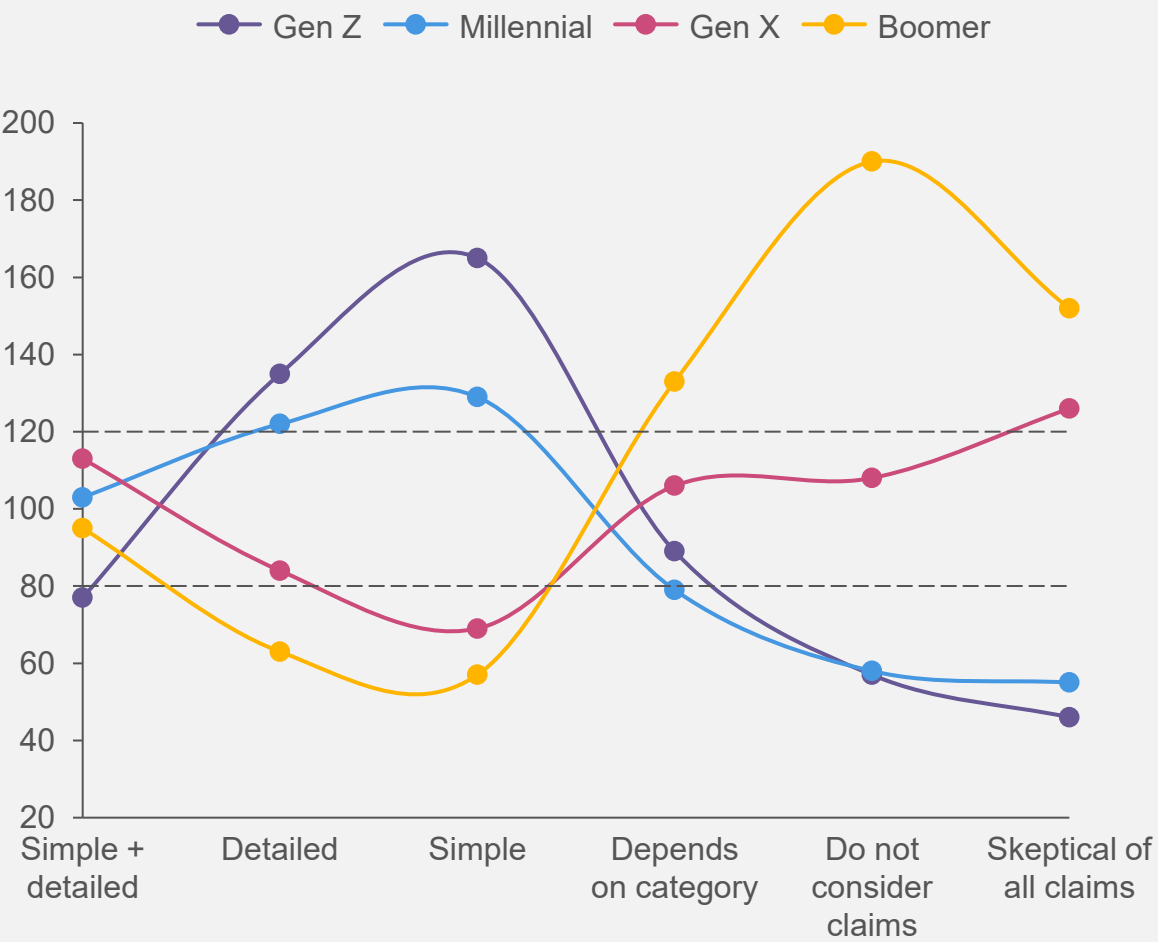
Types Of Product Claims Considered Trustworthy When Choosing Products



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

...and so is the level of claim detail

Claim Trustworthiness By Generation



There is a path back from broken trust

Only 4% of shoppers say

*there is
nothing*

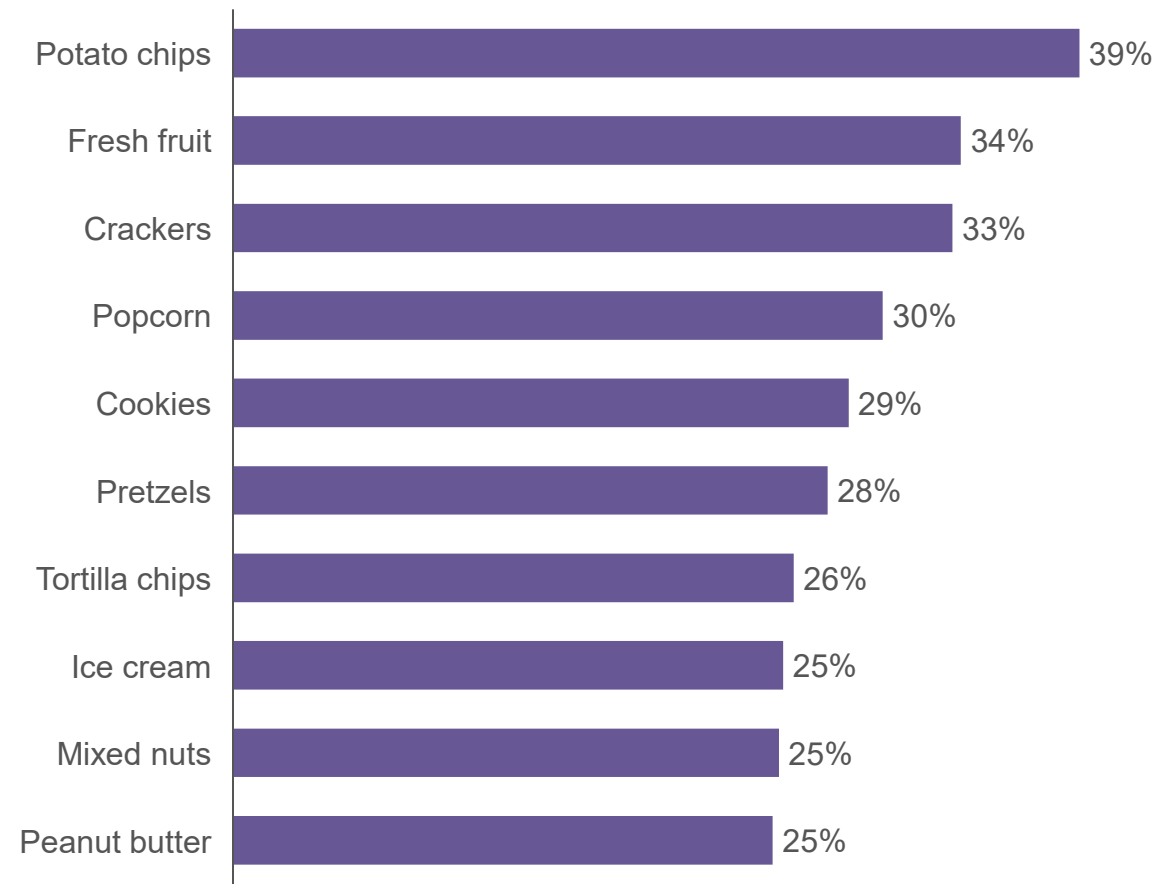
a brand can do to regain their
trust after losing it

Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000



Leading snacks are what we would expect...

Snack Foods Typically Consumed



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020



...but consumers have other snack interests

Other Snacking Food Interests



Edamame



Dumplings



Queso



Croissants

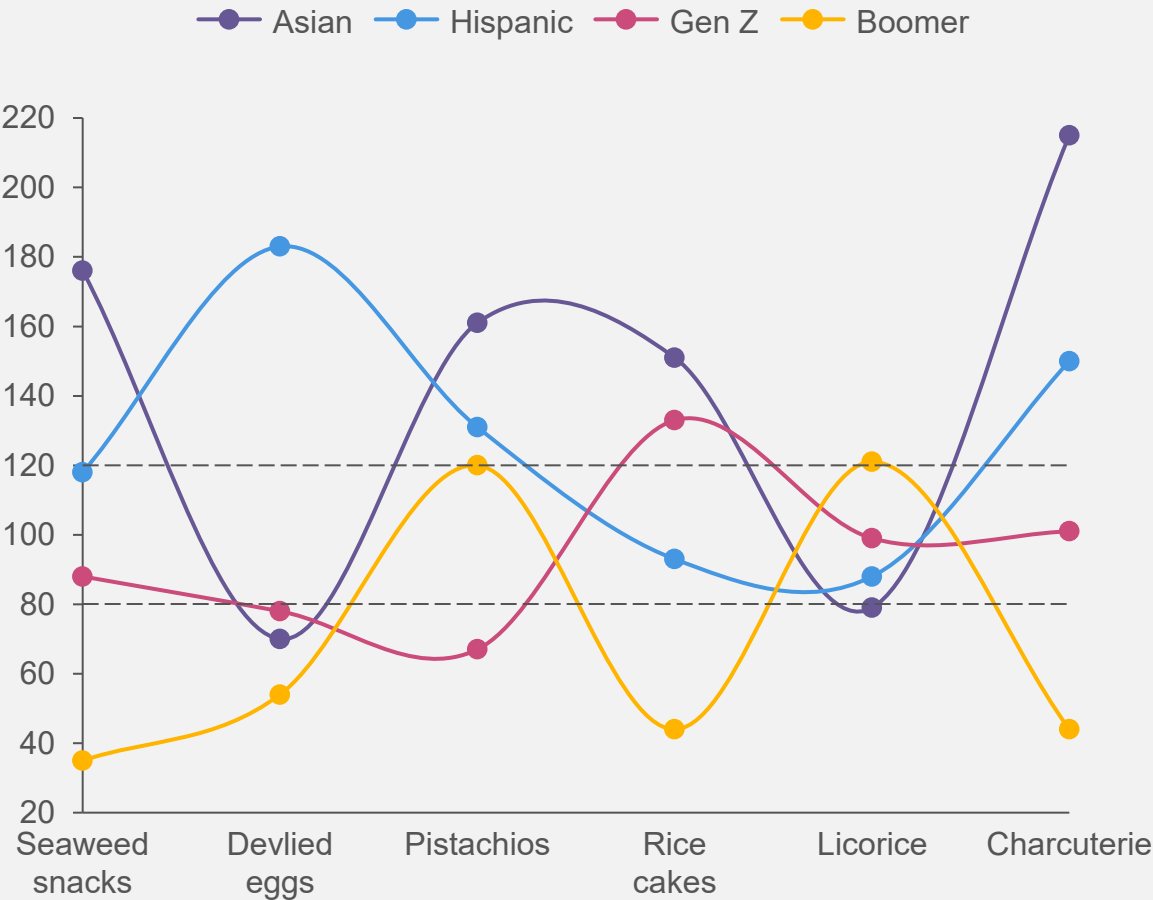


Applesauce



Leftovers

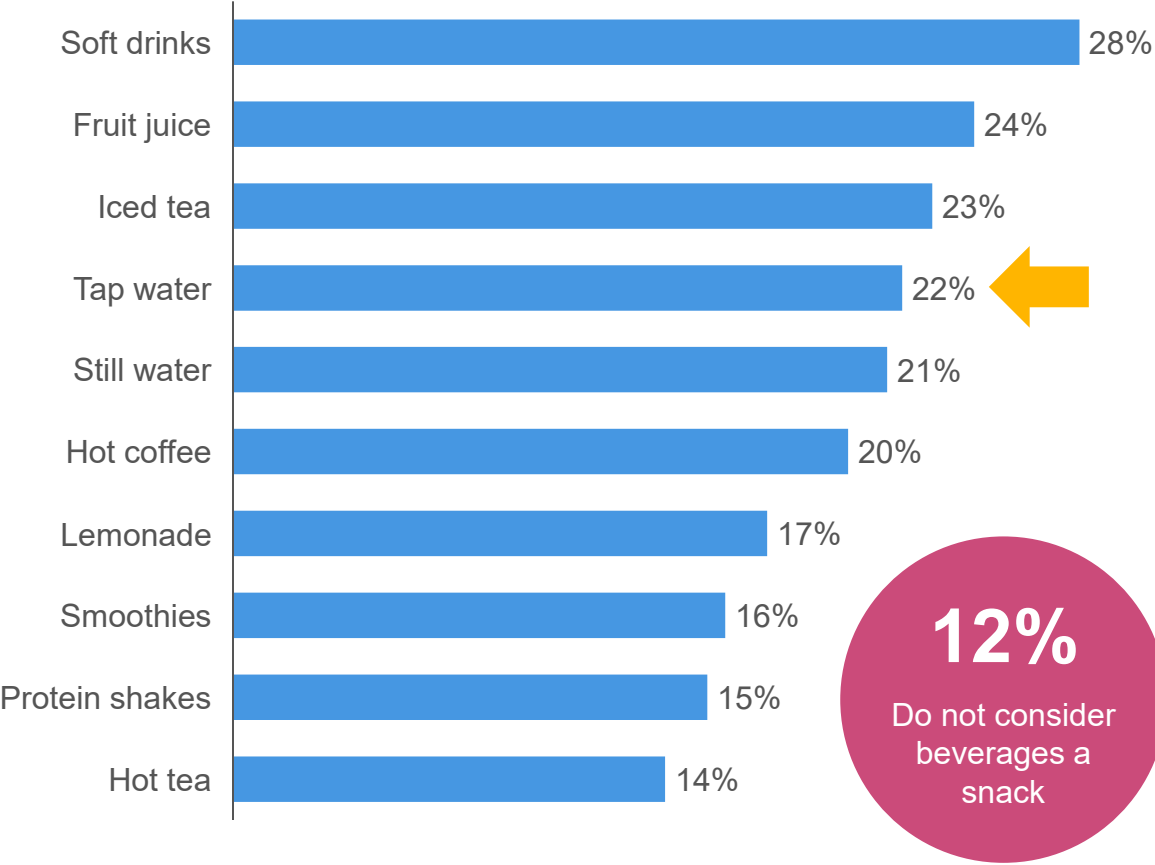
Consumer Interest In Other Snacking Foods



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Most consumers use beverages as a snack

Beverages Typically Consumed
As Or In Place Of A Snack



12%
Do not consider
beverages a
snack

Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020



Snackable drinks range from milk to mocktails

Other Snackable Beverage Interests



Milk



Specialty coffee



Arnold Palmer



Bone broth

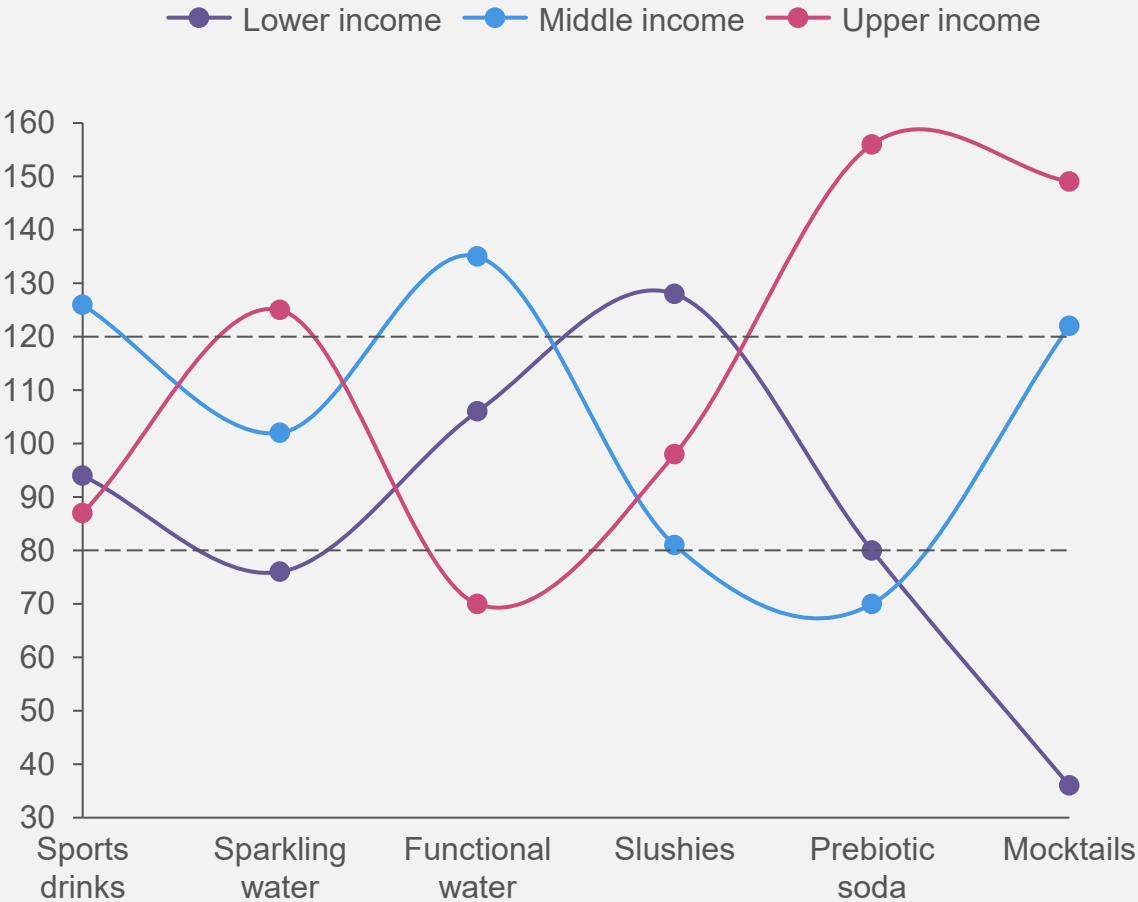


Bubble tea



Meal Replacements

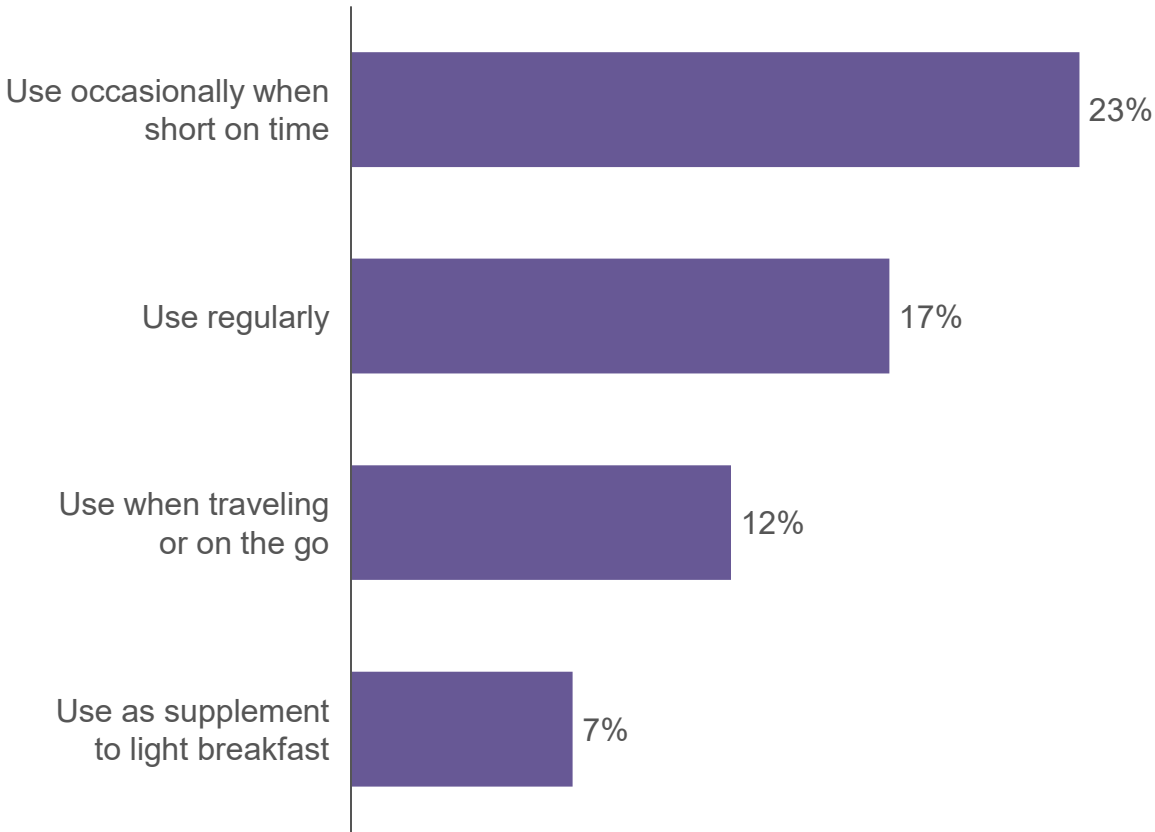
Consumer Interest In Other Beverage Snacks



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

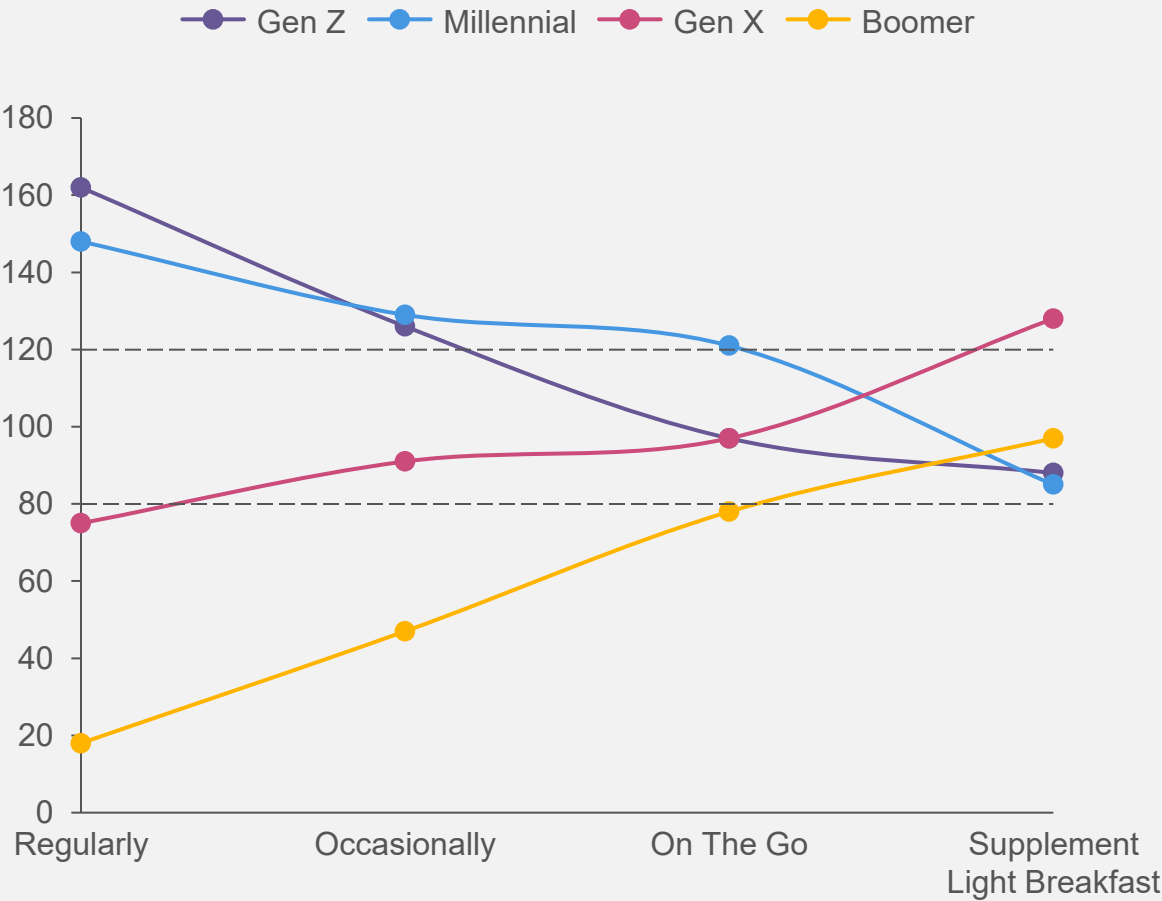
Convenience and protein drive interest...

Use Of Meal Replacement Items Like Bars Or Shakes In Place Of Breakfast



...especially with younger consumers

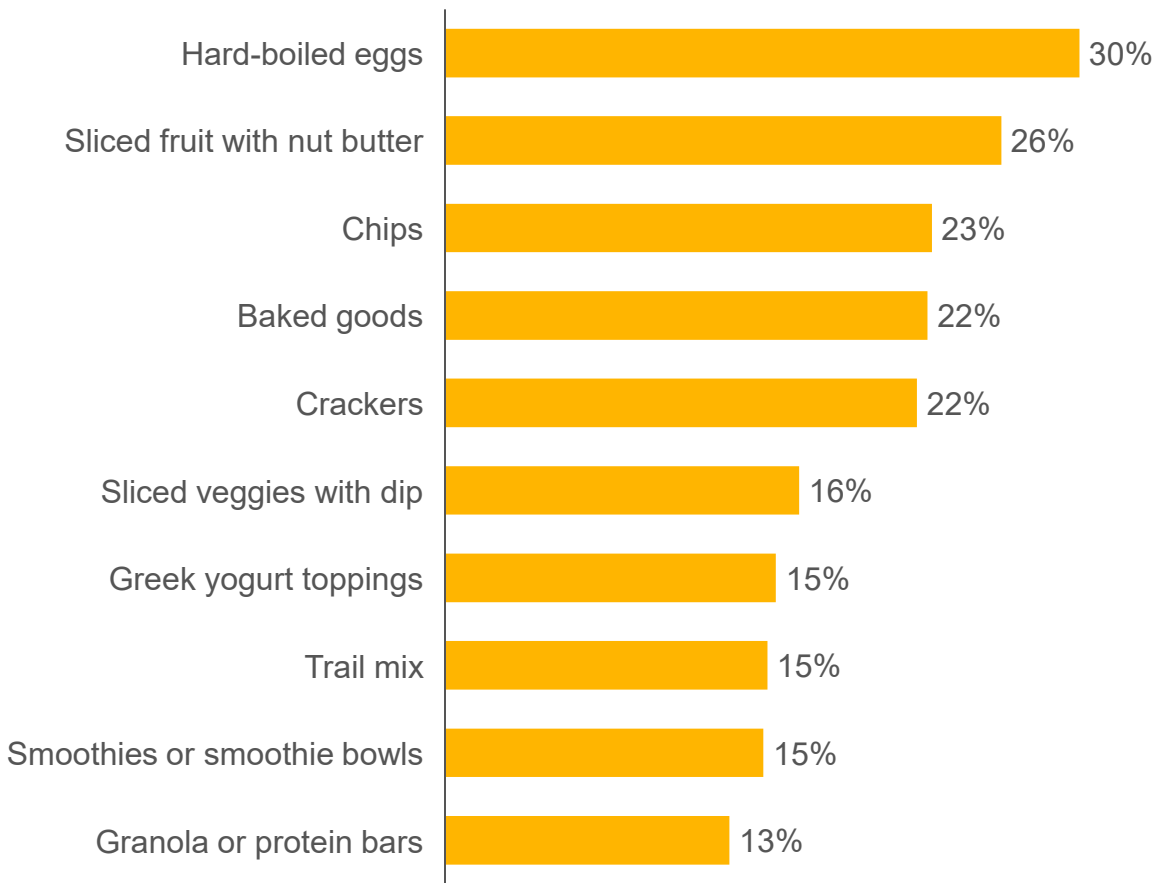
Breakfast Meal Replacement Usage By Generation



Source: NIQ, BASES Quick Question Omnibus Survey, May 2025, n=1,000
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Healthy homemade snacks are on the menu

Typical Homemade Snacks



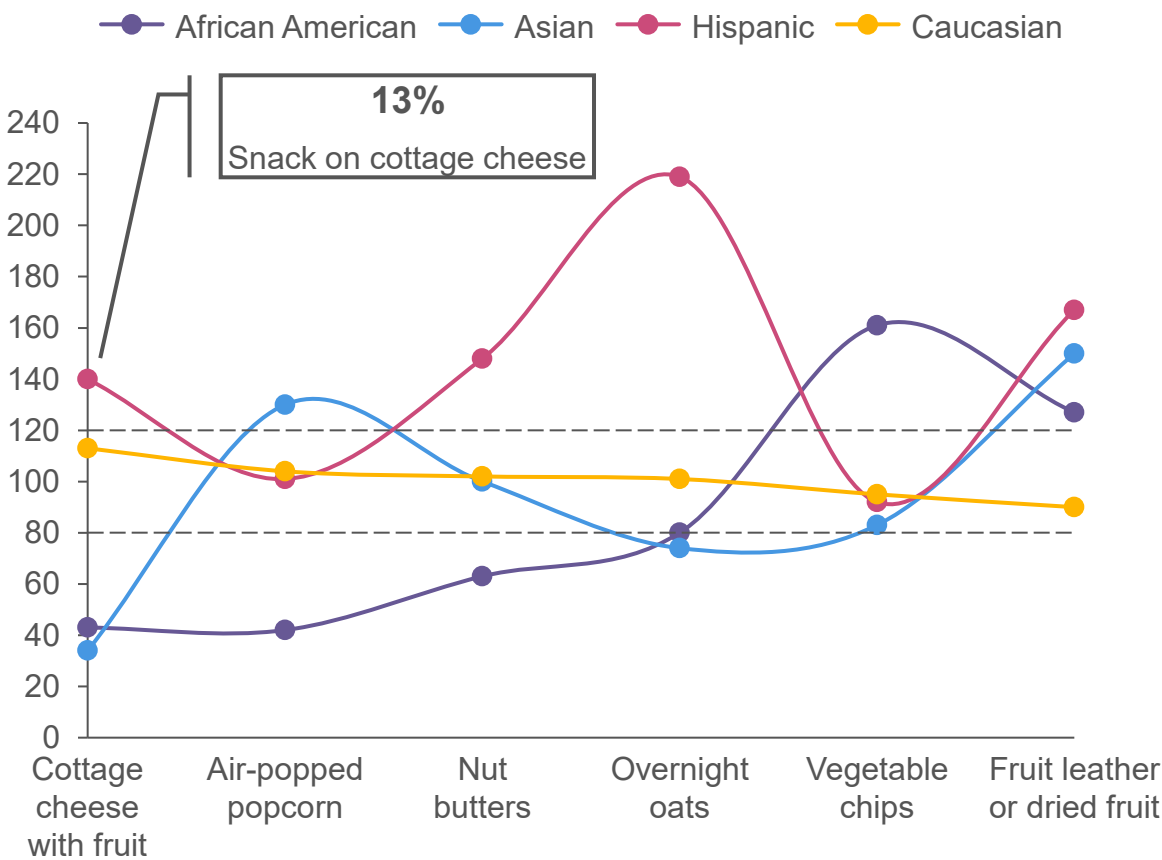
Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020



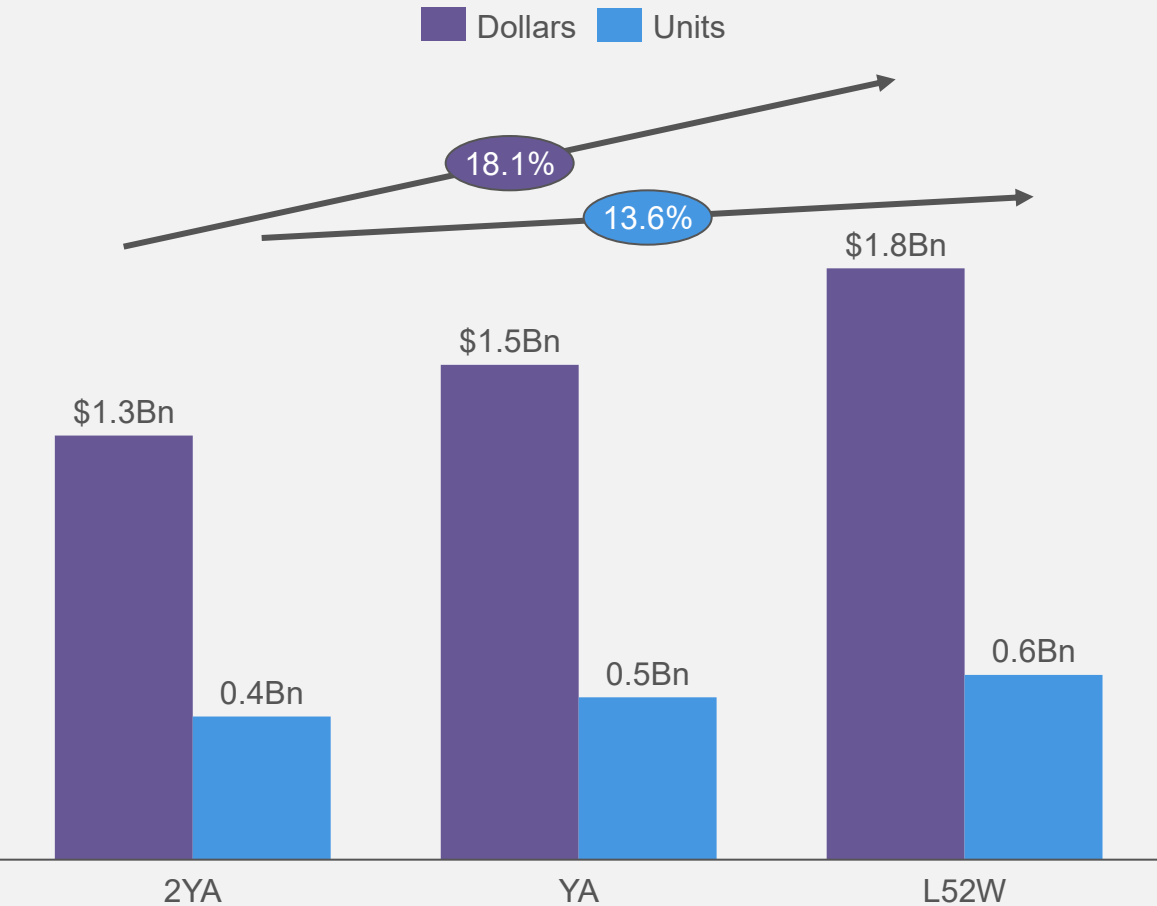
Healthy homemade snacks are resonating...

...and driving disproportionate growth...

Consumer Interest In Other Homemade Snacks



Cottage Cheese Sales Performance



Left Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Right Source: NIQ, Retail Measurement Services Including Fresh, Total US Full View + Conv., 52 Weeks Ending 6/28/2025
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

Scarcity and urgency create demand

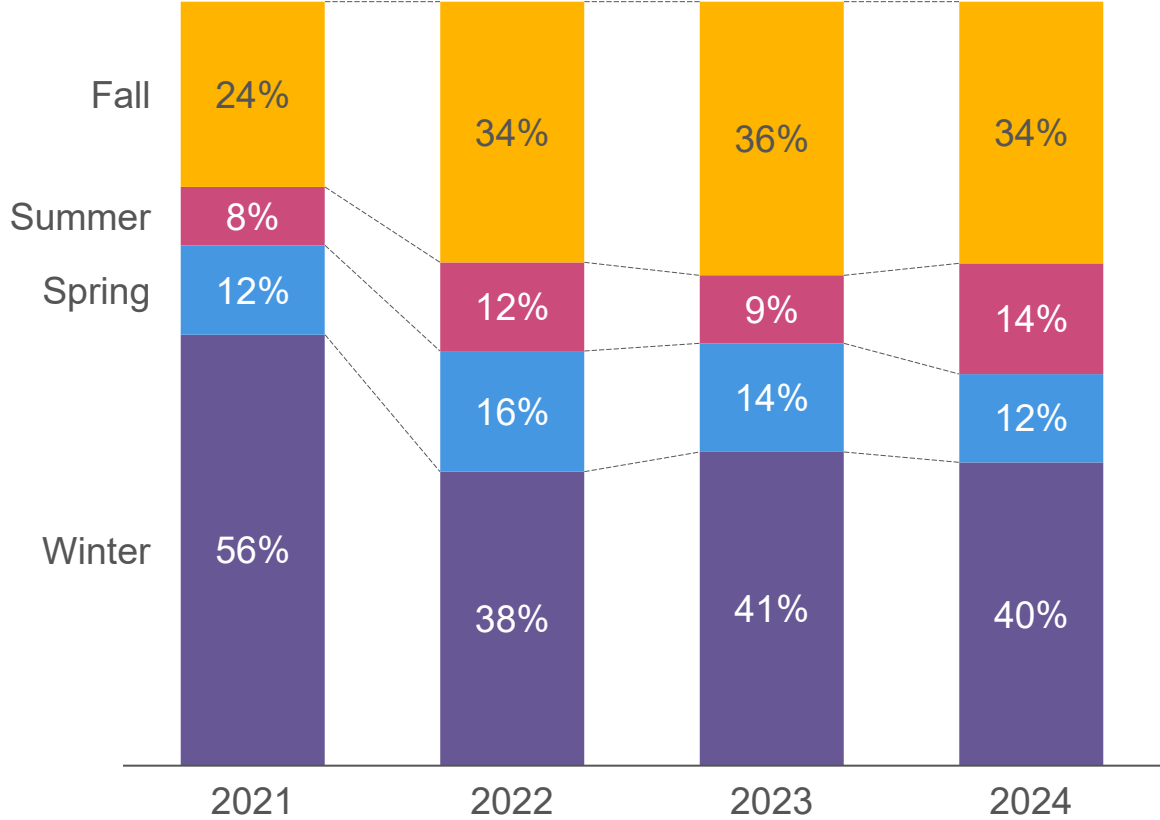
41% of snackers say they
*buy more
snacks*
when limited time or
seasonal options
are available

Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003



Winter drives seasonal snack innovation

Share Of Limited Time Or Seasonal Snacking Innovation



Source: NIQ Innovation Measurement, Special Collection Innovations 2021-2024
Note: Winter = Dec.-Feb.; Spring = Mar.-May; Summer = Jun.-Aug.; Fall = Sep.-Nov.



Orange Creme



Blueberry Lemon



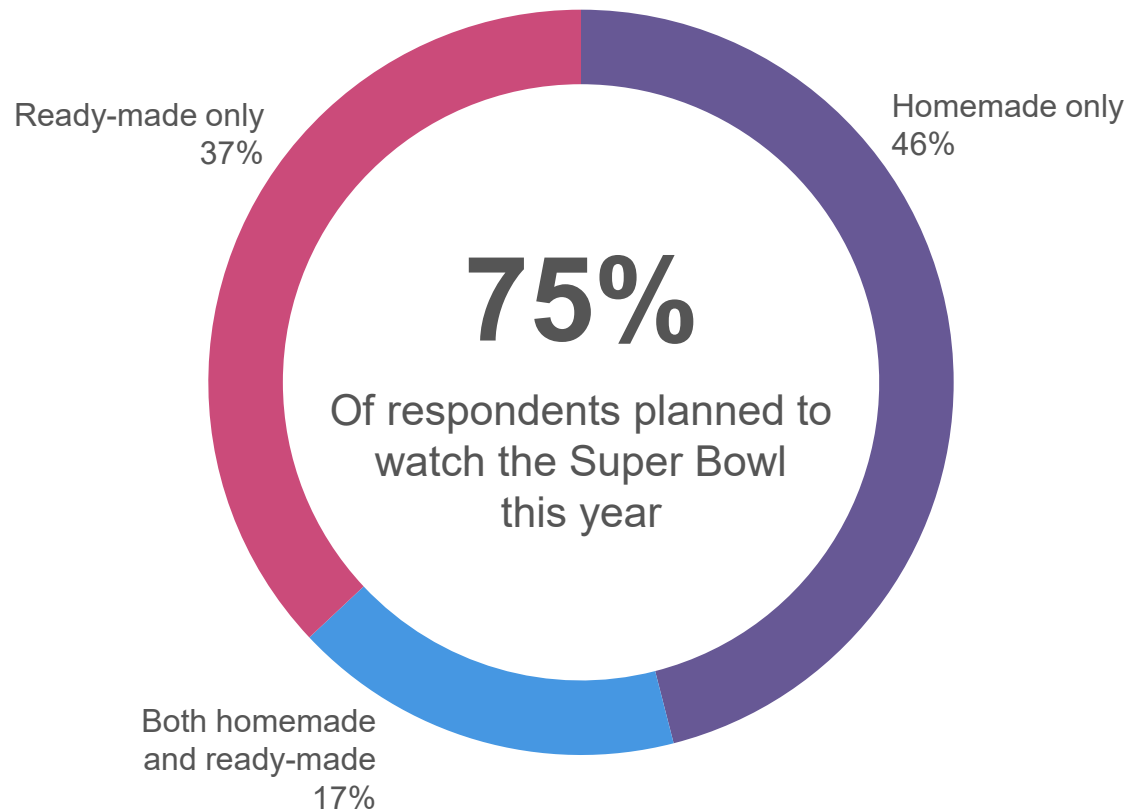
Cinnamon Pecan



White Chocolate Peppermint

Major events are a snacking opportunity

Food Plans For The Super Bowl In 2025



Source: NIQ, BASES Quick Question Omnibus Survey, January 2025, n=1,001



Super Bowl snacks lean toward indulgence...

Most-Purchased Foods For The Super Bowl



Chips, Dip, Salsa



Frozen Appetizers



Fresh Produce



Burgers, Hot Dogs, Wings



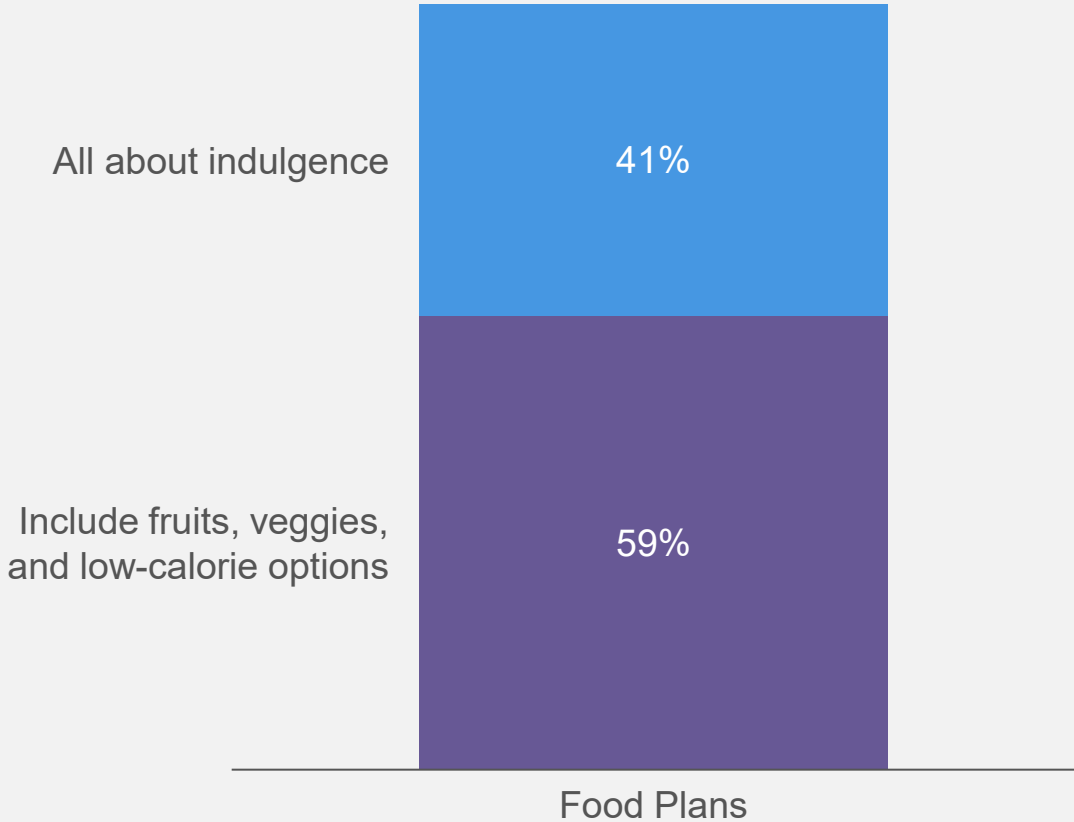
Bakery Items



Deli Prepared

...but there is room for healthy options too

Super Bowl Food

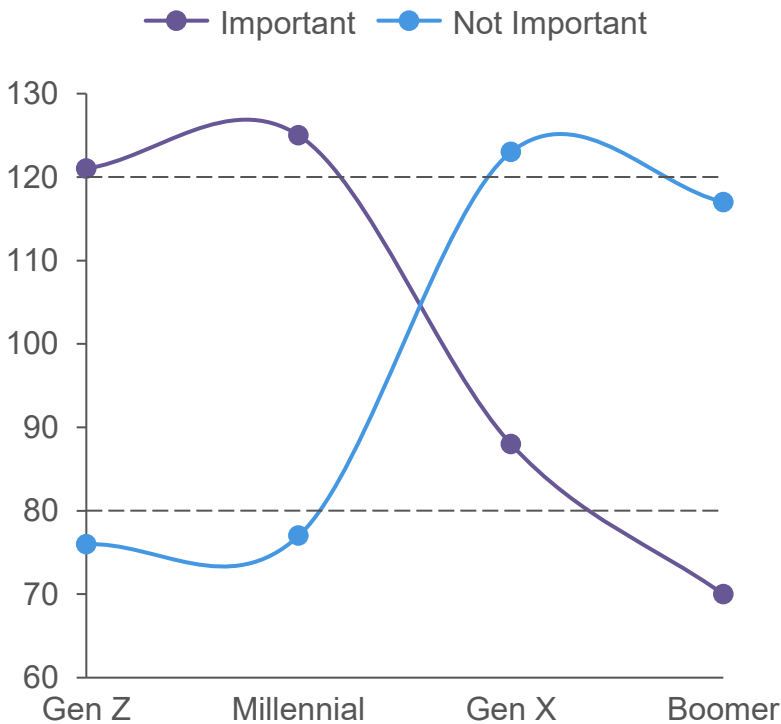


Source: NIQ, BASES Quick Question Omnibus Survey, January 2025, n=1,001

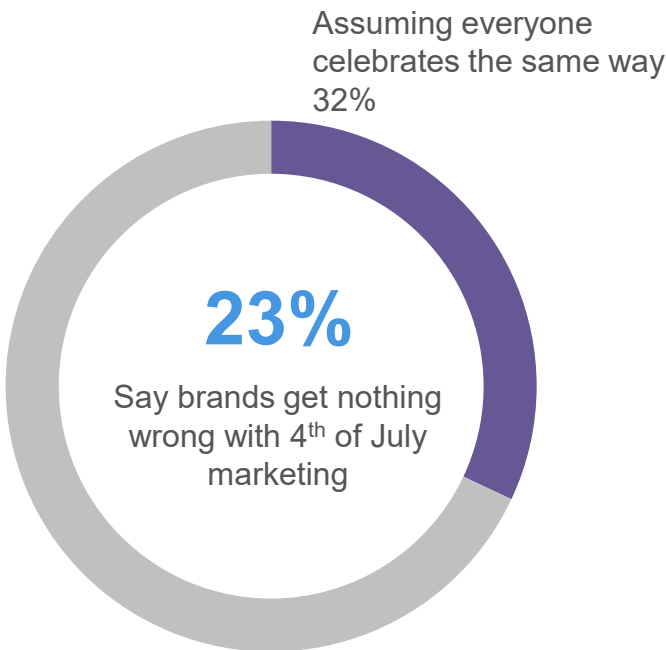
With seasonal events, brands can learn a lot from consumers



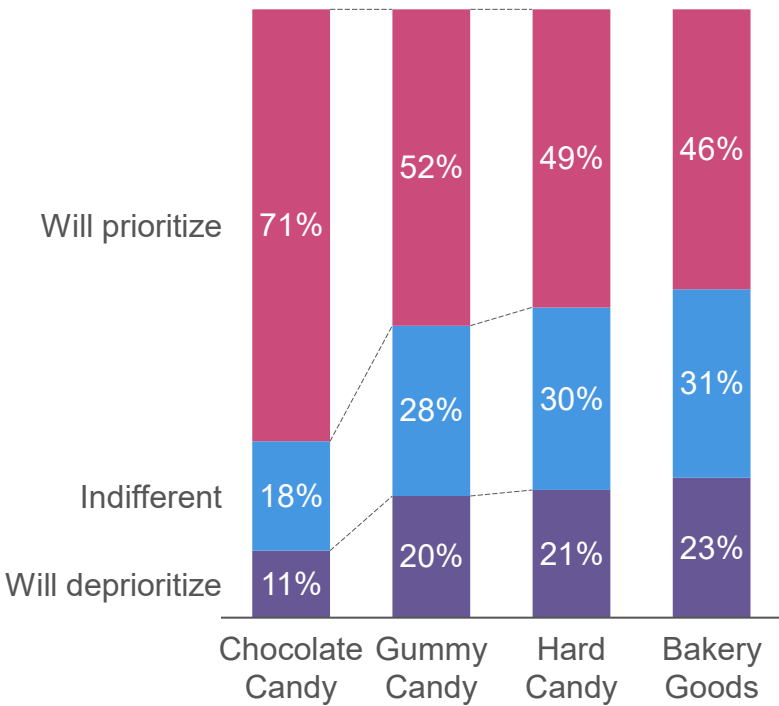
Importance Of Themed Items For Valentine's Day



What Brands Get Wrong About 4th Of July Marketing



Prioritization For Halloween Purchasing This Year



Left Source: NIQ, BASES Quick Question Omnibus Survey, January 2025, n=1,001; Middle & Right Source: NIQ, BASES Quick Question Omnibus Survey, June 2025, n=911

Consider the claims that matter

During the week of
Halloween, snacks that
state “peanut-free”

grow sales
2.8X faster
than snacks overall

Source: NIQ, Retail Measurement Services, Total US Full View, 4 Weeks Ending 11/2/2025, Powered By Label Insights
Note: Comparison made versus the prior 4-week period, based on dollar sales



Are you thinking about snacking moments?

Other Snacking Moments



Graduation



Prom



Weddings



Diwali



Dia de los Muertos



Chinese New Year



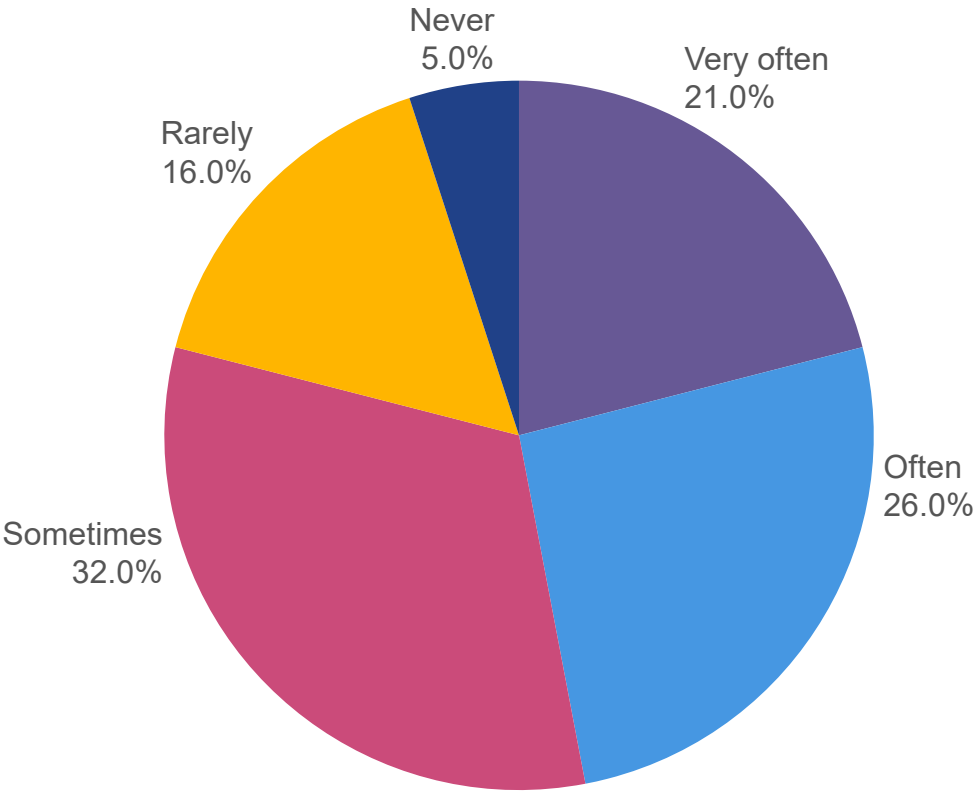
GLP-1 usage is not black & white...

**Taking
GLP-1s**

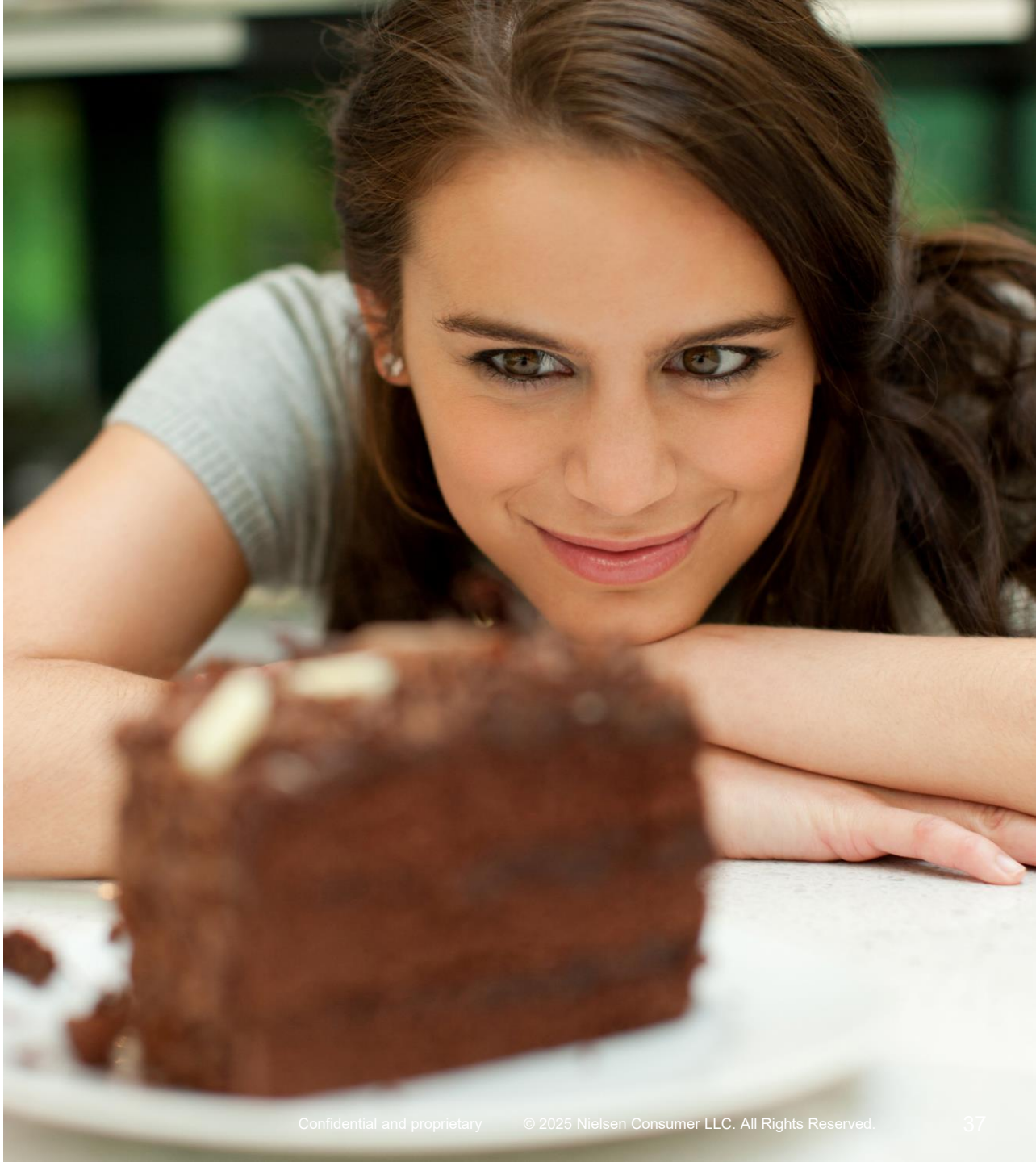
**Not Taking
GLP-1s**

GLP-1 users still crave snacks, but...

GLP-1 User Cravings
For Snacks

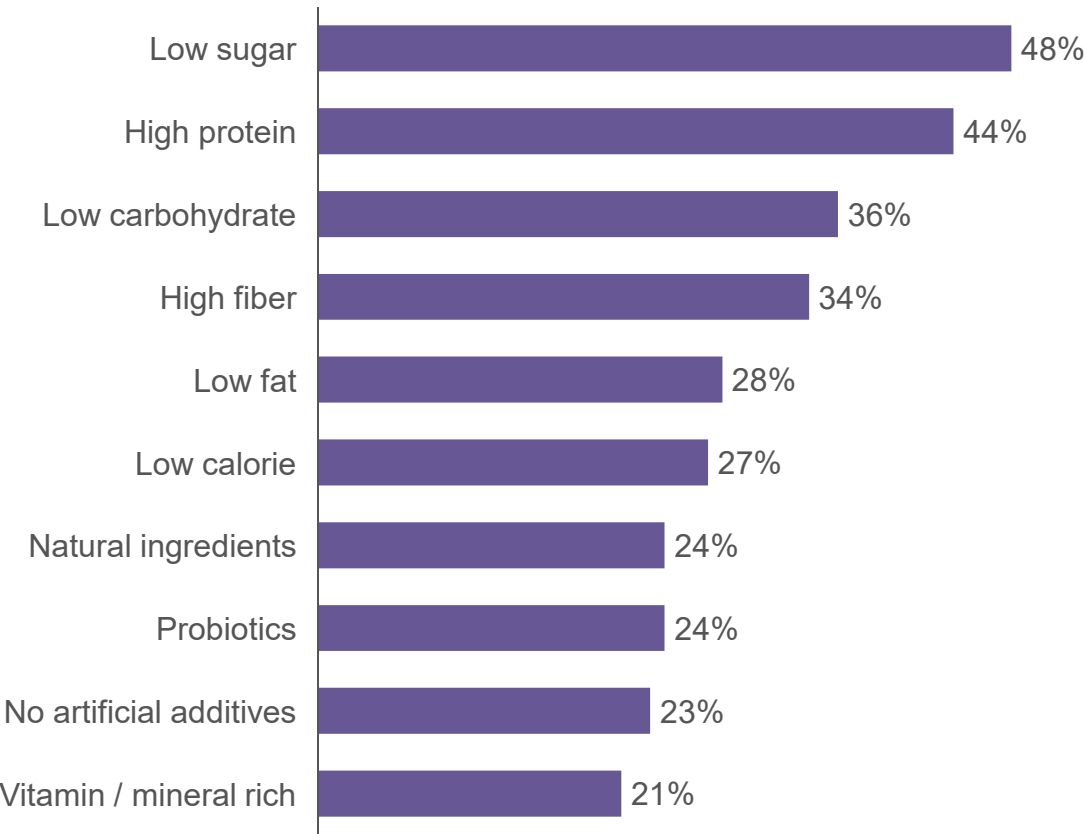


Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003



...they are looking for better options

Snack Characteristics That GLP-1 Users Prefer



Source: NIQ, BASES Quick Question Omnibus Survey, February 2025, n=1,003



Indulgence still has a place with GLP-1 users

“When I want a
cookie, I get the
very best
one”

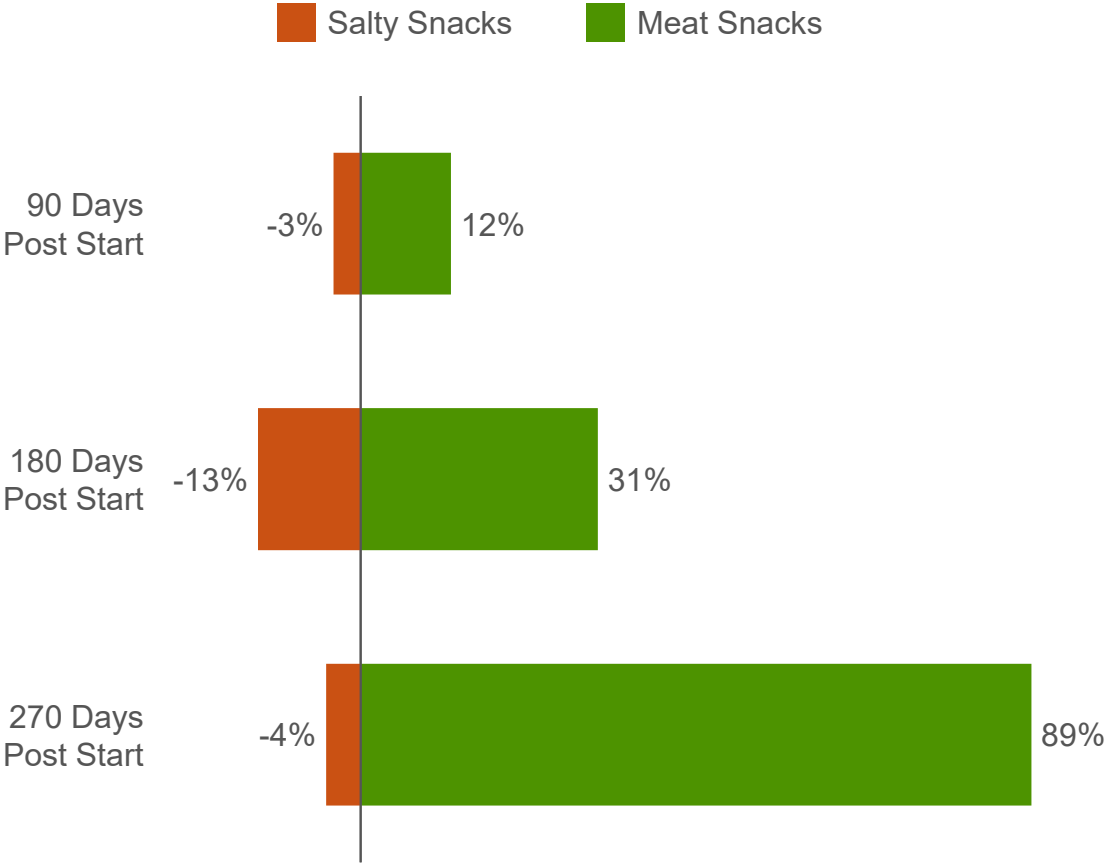
- Reddit user on GLP-1s for weight loss

Source: Reddit



Consumption evolves on the GLP-1 journey...

Ounce Consumption Change
Among GLP-1 Users



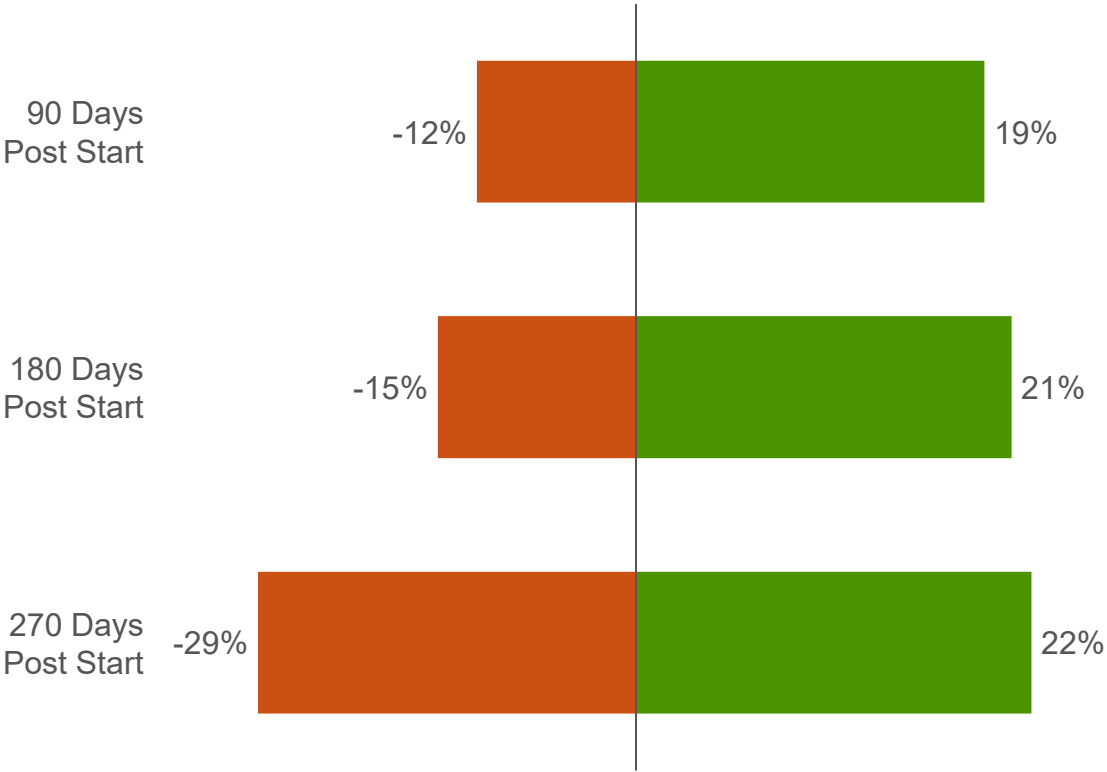
Source: NIQ, Homescan Panel On Demand, Powered By Label Insights & Management Science Associates, Inc.



...and taste preferences change

Ounce Consumption Change
Among GLP-1 Users

Diet Soft Drinks No Sugar Soft Drinks

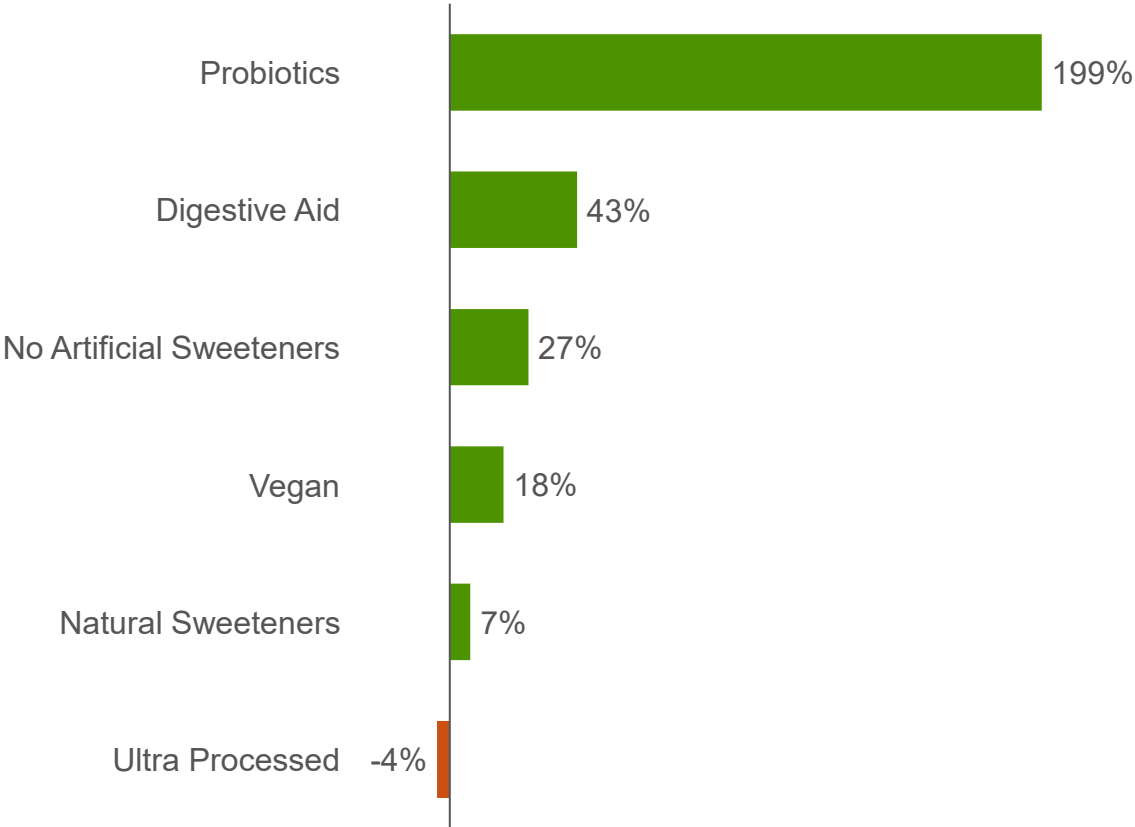


Source: NIQ, Homescan Panel On Demand, Powered By Label Insights & Management Science Associates, Inc.



Characteristics that matter, win

Ounce Consumption Change
Among GLP-1 Users, 270 Days Post-Start

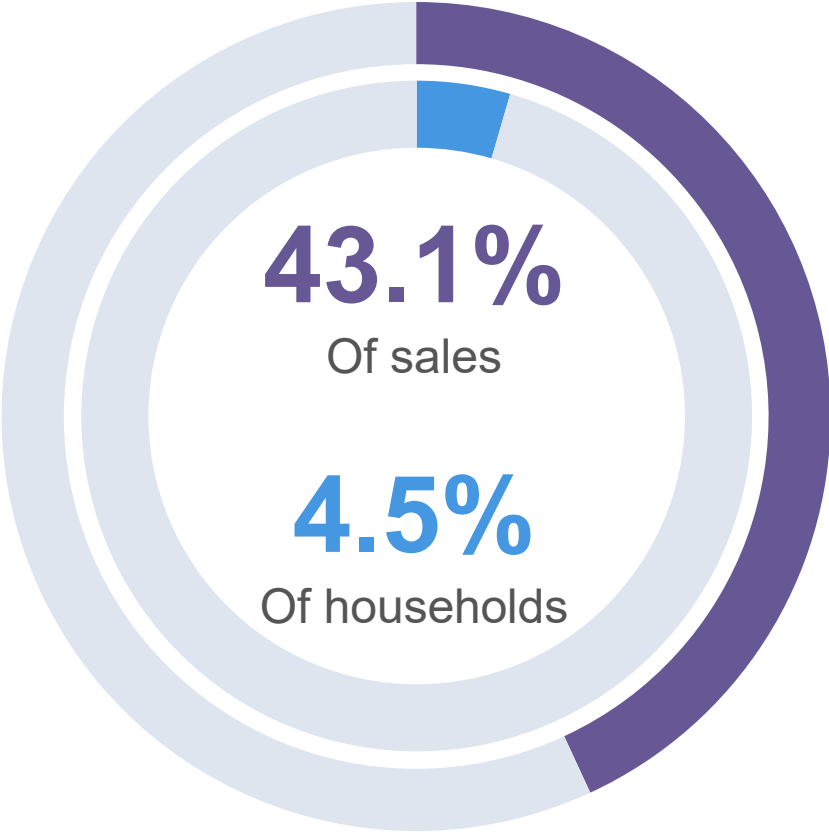


Source: NIQ, Homescan Panel On Demand, Powered By Label Insights & Management Science Associates, Inc.



GLP-1 users over-contribute where value is...

GLP-1 User Contribution To
Muscle Health Claim Sales Growth



Source: NIQ, Homescan Panel On Demand, Powered By Label Insights, Total Panel, Total Outlet, P1 = 3/5/2023-3/2/2024, P2 = 3/3/2024-3/1/2025

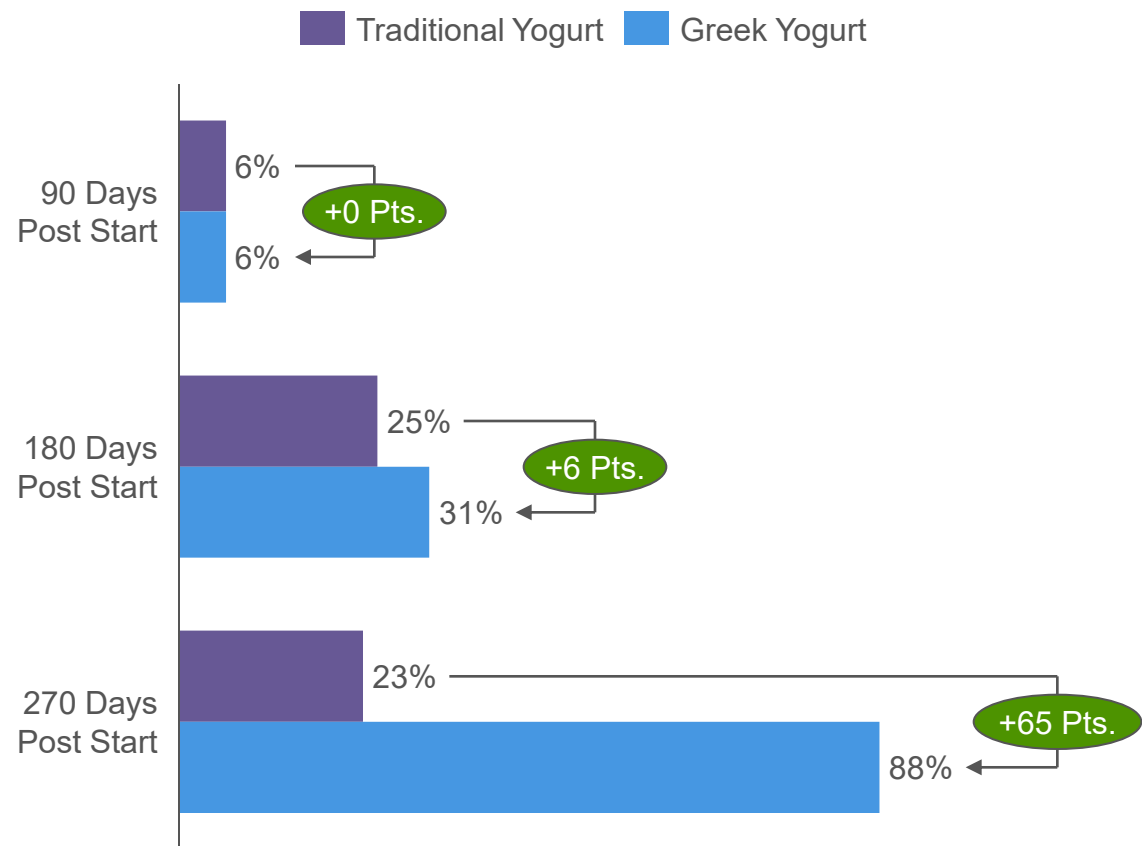
Muscle Health Claim Growth

+\$254.3M



..and that propels the products that deliver

Ounce Consumption Change
Among GLP-1 Users

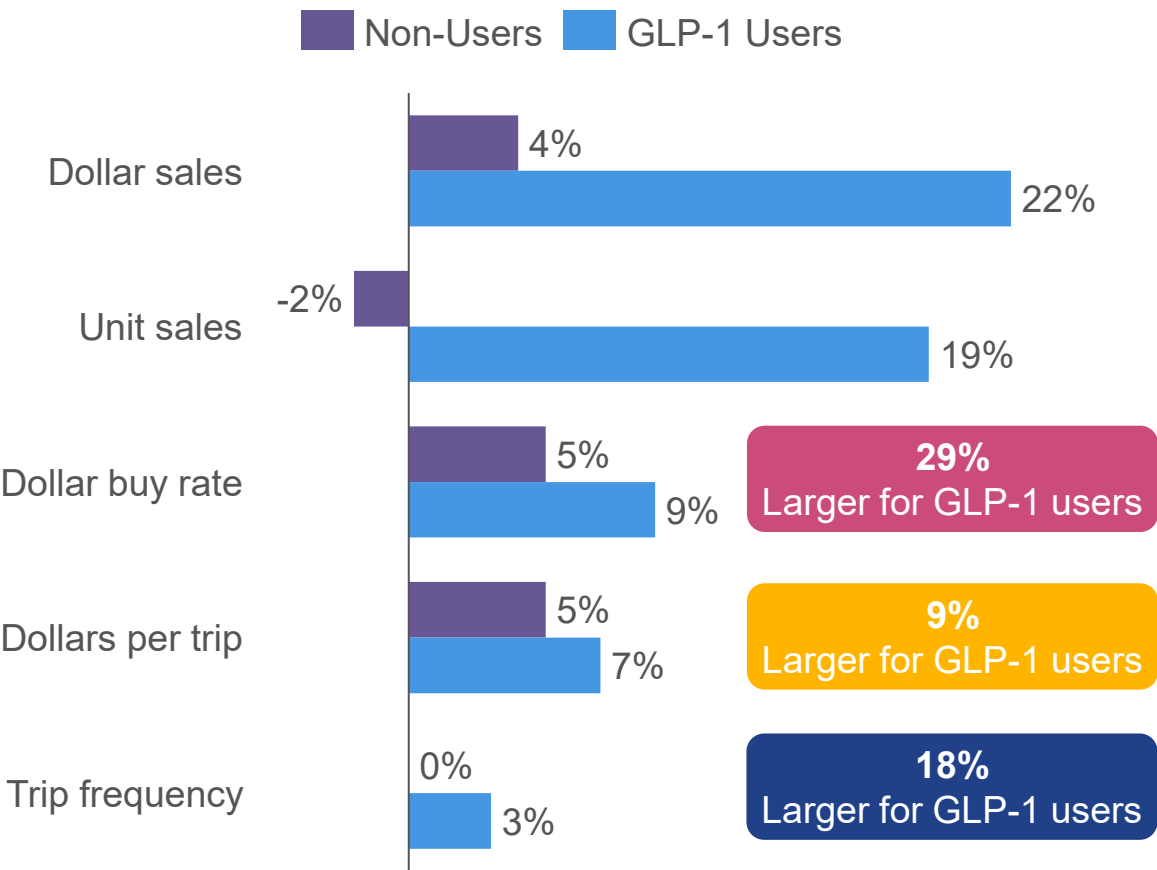


Source: NIQ, Homescan Panel On Demand, Powered By Label Insights & Management Science Associates, Inc.



The value proposition may look different...

Candy, Gum, & Mints Purchase Trends Vs. Year Ago



Source: NIQ, Homescan GLP-1 Panel Survey (Aug/Sep 2024); Total US; Total Outlets

....because GLP-1 user needs are different

HEALTH NEWS ✓ Fact Checked

Ozempic Breath: How Weight Loss Drugs Can Affect Your Oral Health

Can your oral health be affected by weight loss drugs?

HEALTH

The most bizarre side effects of GLP-1 weight loss drugs, from 'Ozempic feet' to cavities to a runny nose

People using GLP-1 drugs are reporting an unusual side effect impacting dental health that some are calling "Ozempic teeth." Jacob Wackerhausen/Getty Images

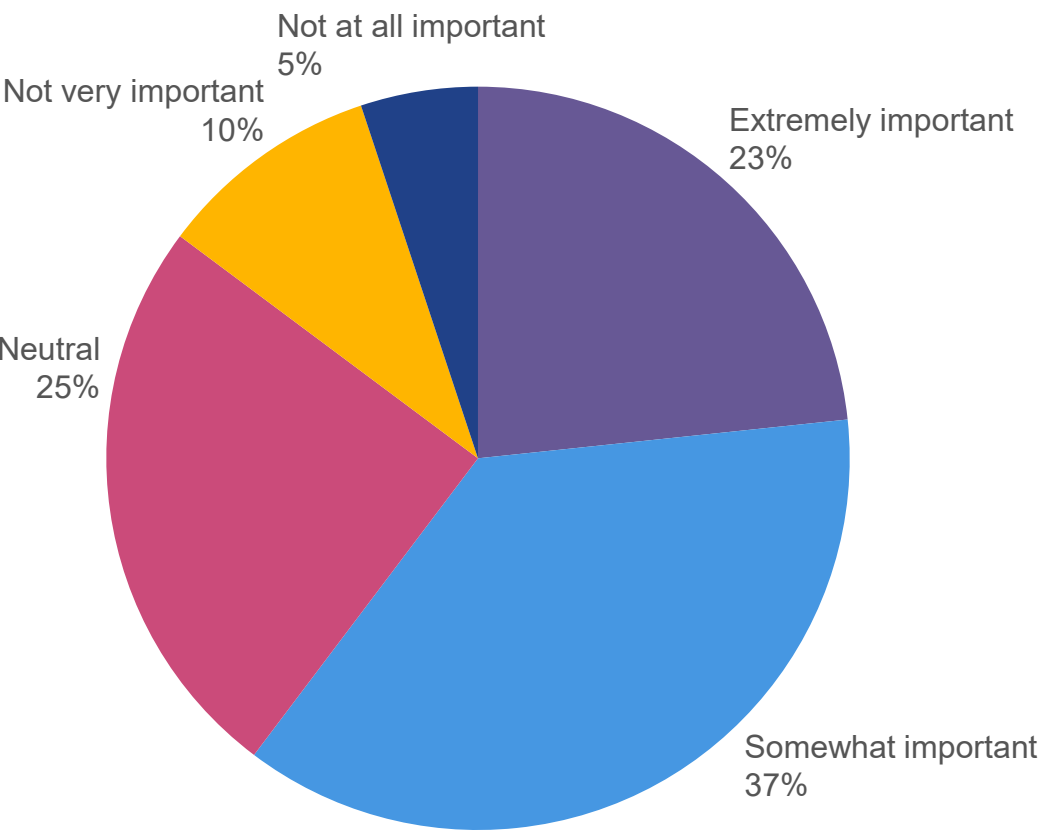
The Ugly Side of Weight-Loss Drugs: Rotten Breath, Damaged Teeth, and Dry Mouth

Popular weight loss drugs promise to slim waistlines and improve our general health, but they also come with some unpleasant side effects involving our face, mouth, and teeth.

Wegovy and bad taste in the mouth

Snacks play a role in long-term health goals...

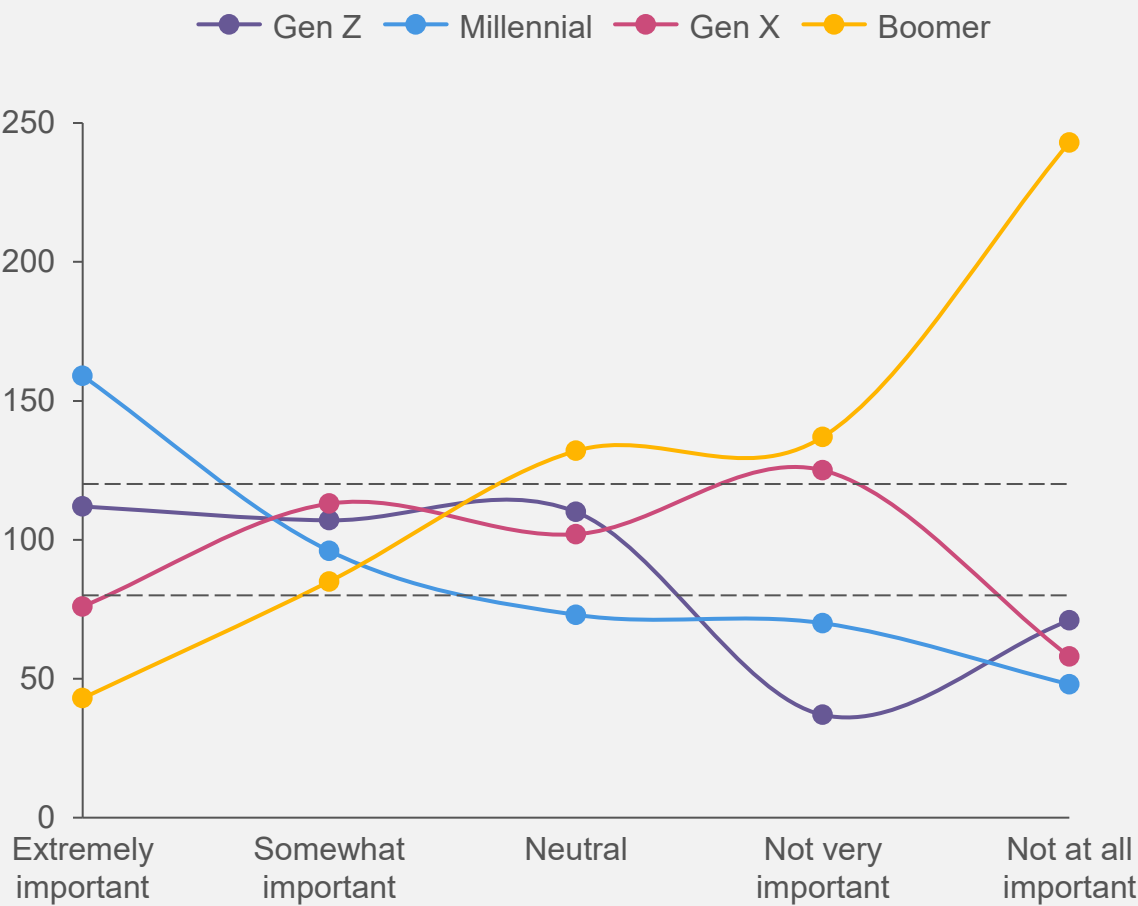
Importance Of Snacking When It Comes To Achieving Long-Term Health Goals



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

...Millennials and Boomers think differently

Snacking Importance In Longevity By Generation



Indulgence and longevity are connected...

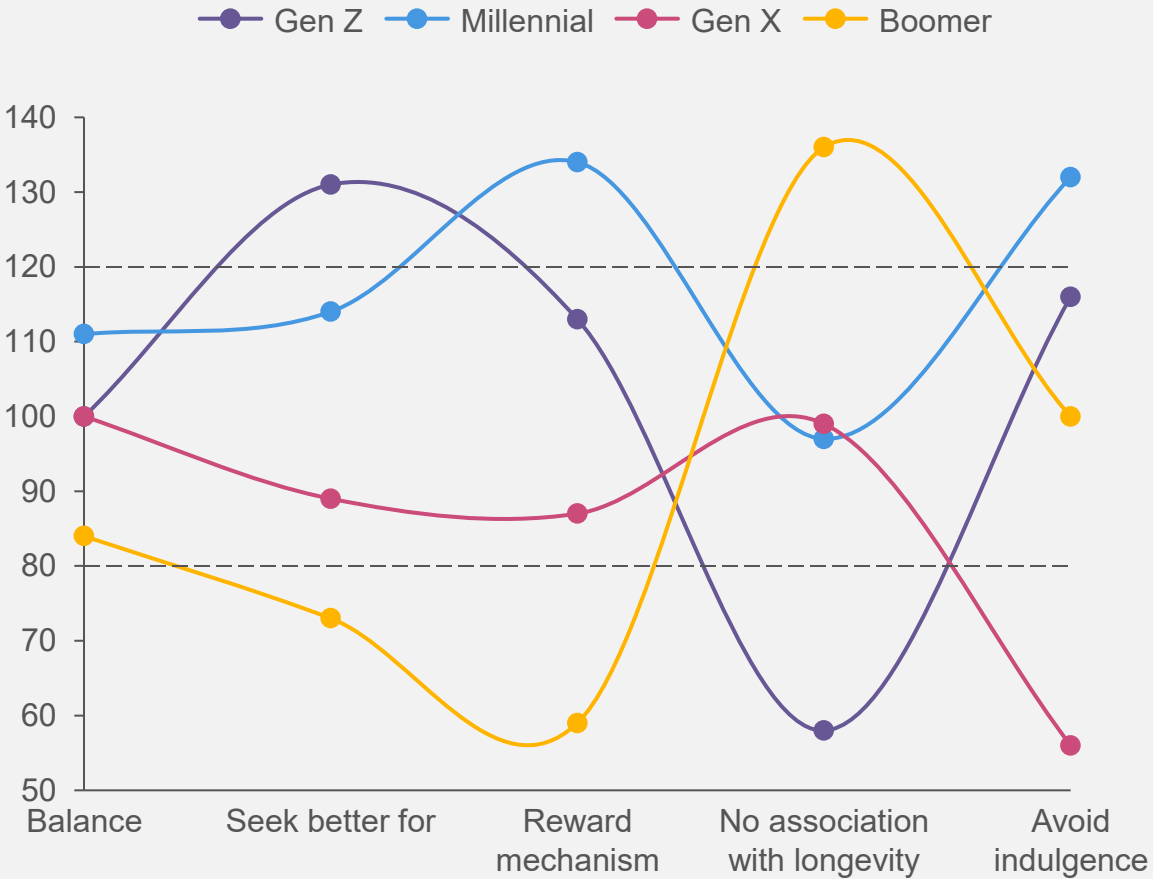
Role Of Indulgence In The Context Of Longevity



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020
Note: Index value ≥120 indicates above average significance, <80 indicates below average significance

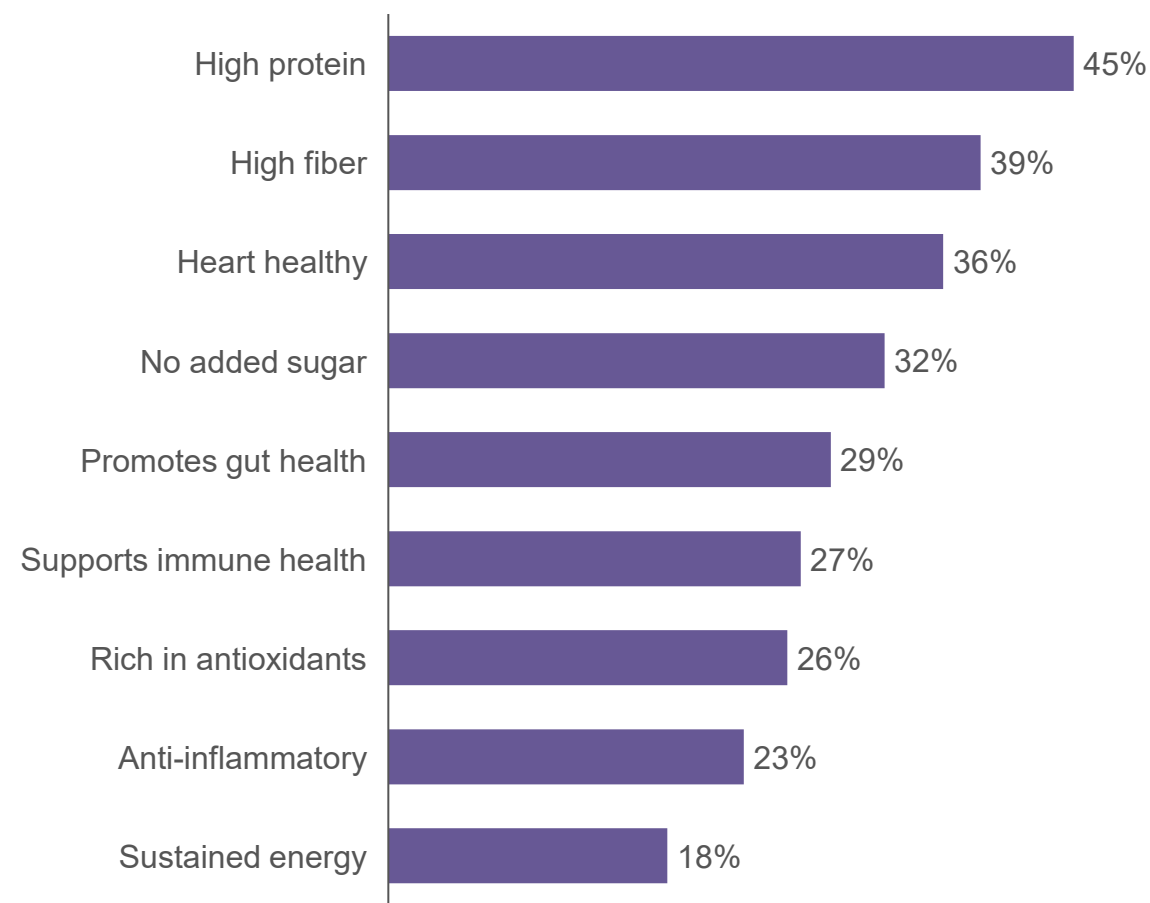
...but not for Boomers

View Of Indulgence And Longevity By Generation



Many product claims signal longevity

Claims That Signal Long-Term Health Support



Source: NIQ, BASES Quick Question Omnibus Survey, July 2025, n=1,020



Clean label



Supports healthy aging



Supports metabolic health



Plant-based



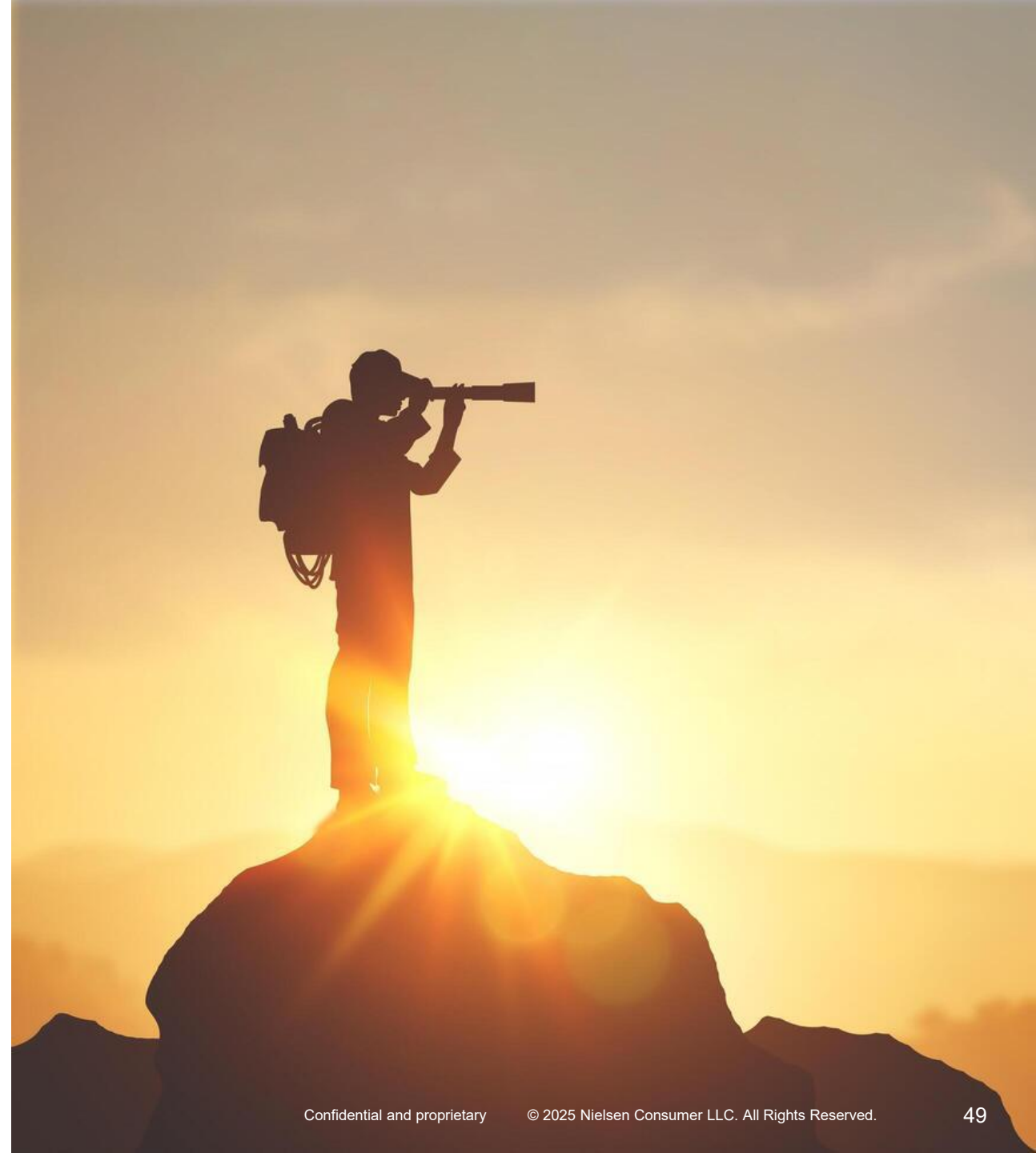
Cognitive support



Mood support

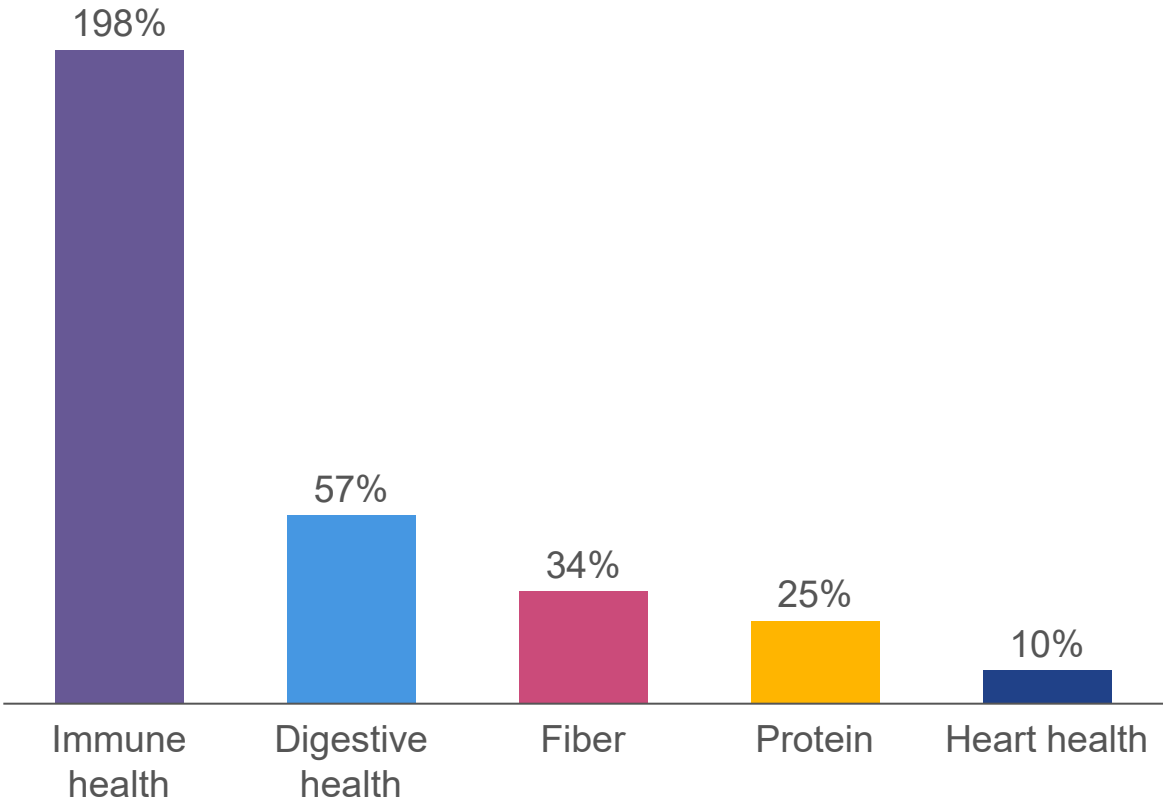
Spot the next big trend

- 1 Cross-category adoption
- 2 Retailer & foodservice uptake
- 3 Claim clustering
- 4 Social virality



Wellness comes at a cost, some can't afford

Snack Unit Price With Claim
Compared To Total Snacking Price

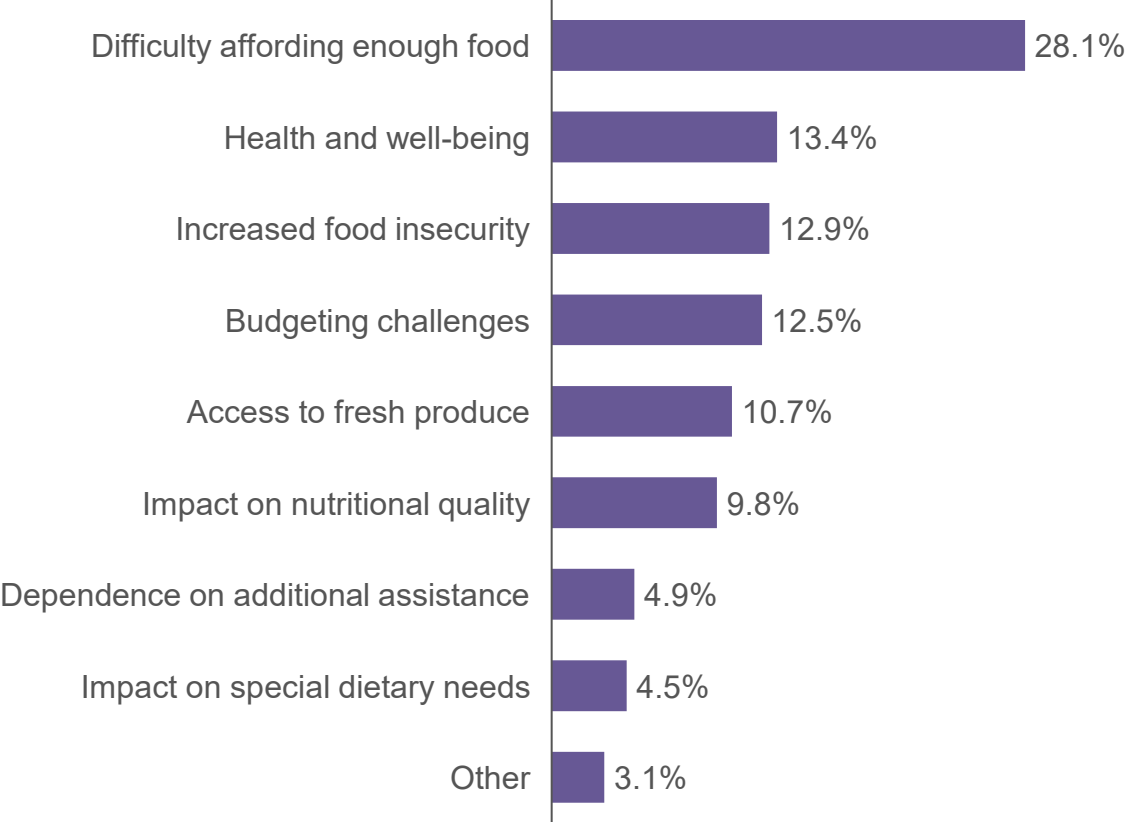


Source: NIQ, Panel On Demand, Omnishopper, Powered By Label Insights, Total Panel, Total Outlet, 52 Weeks Ending 7/2/2025



SNAP reductions will impact consumers

Main Concern About SNAP Benefit Reductions

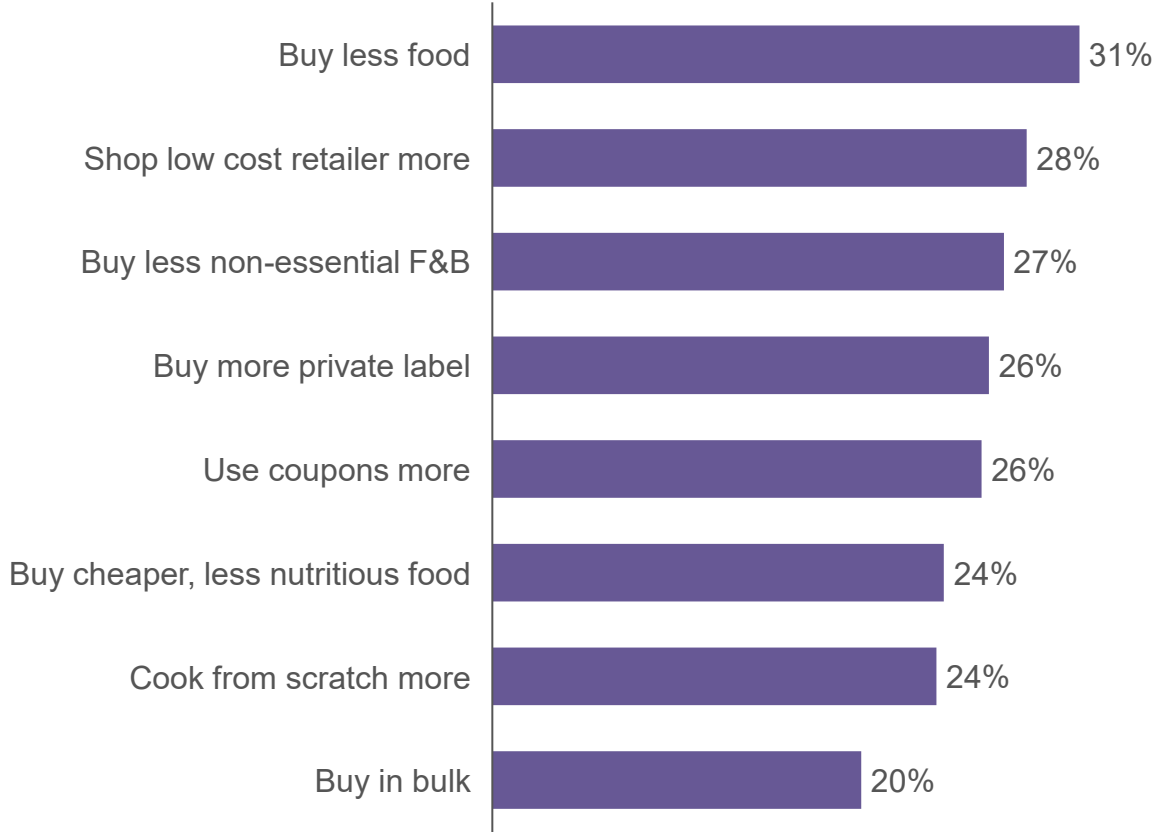


Source: NIQ, BASES Quick Question Omnibus Survey, February 2025 n=1,003

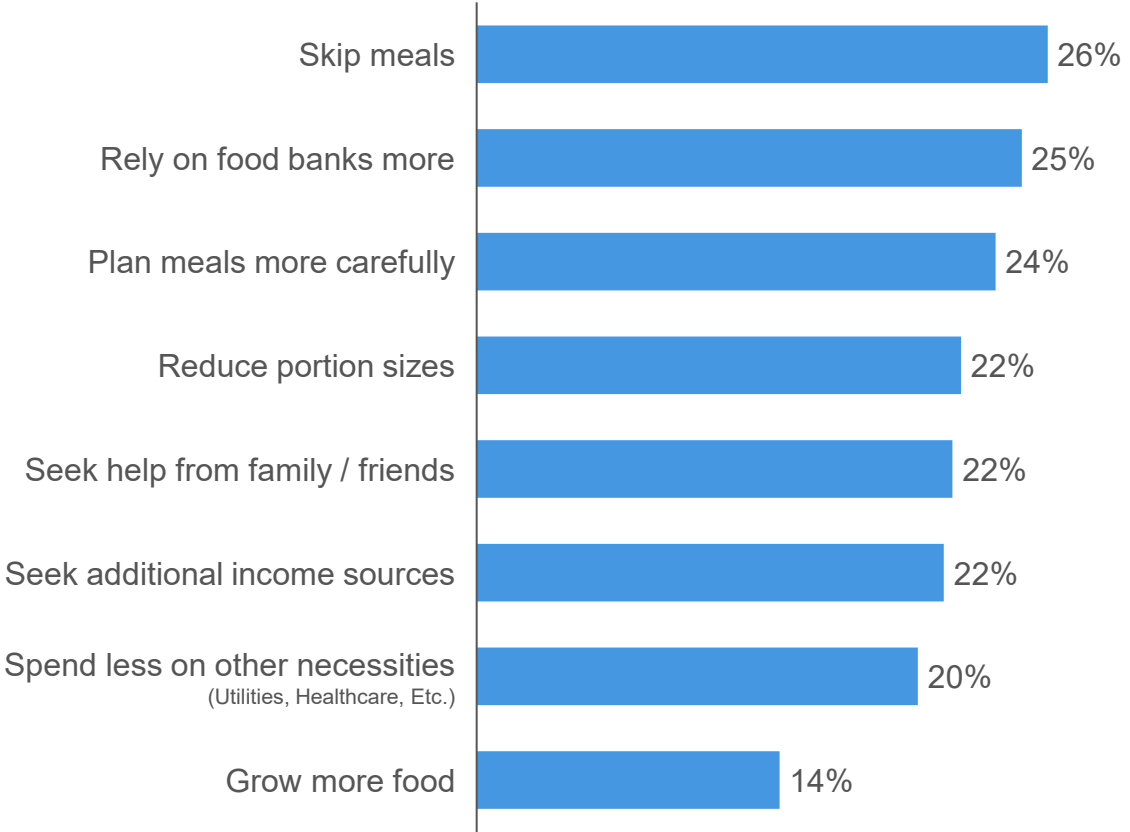


SNAP benefit reductions will trigger tough choices

F&B Purchase Adjustments
Due To SNAP Benefit Reduction



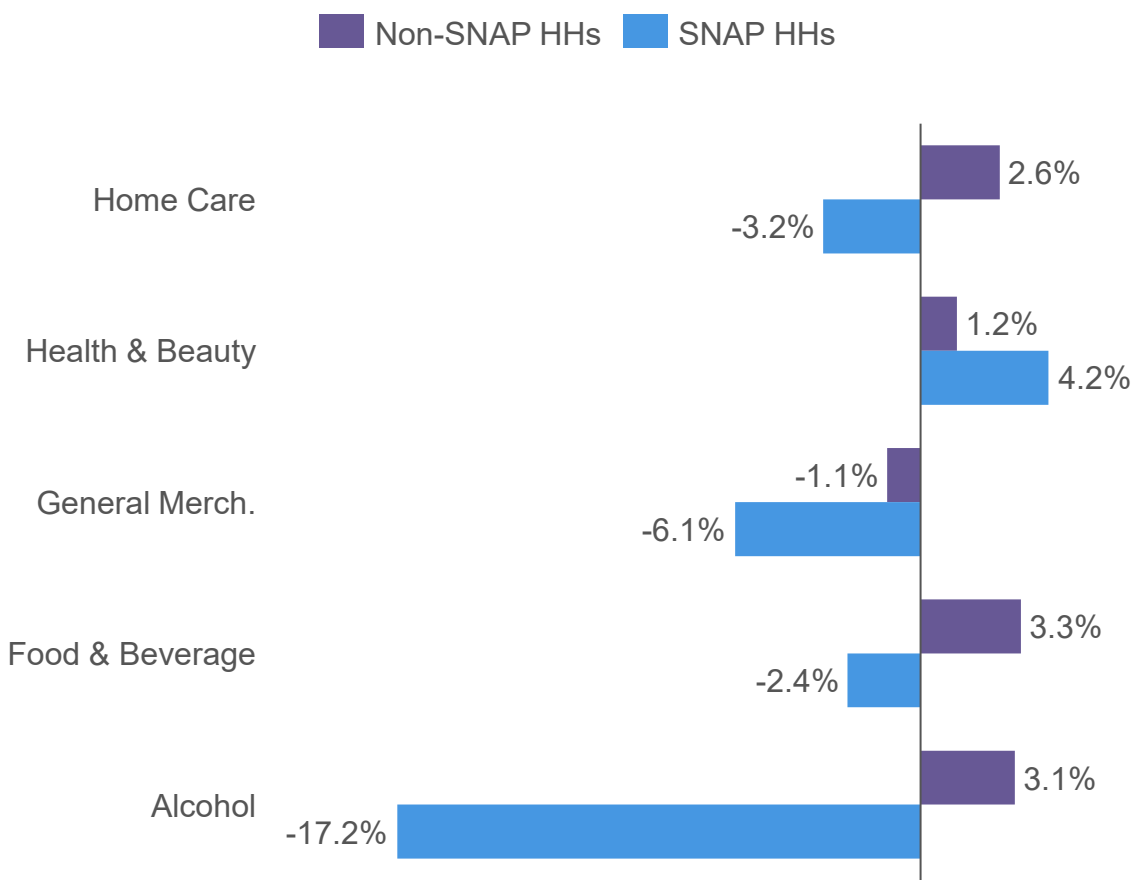
Other Adjustments
Due To SNAP Benefit Reduction



Source: NIQ, BASES Quick Question Omnibus Survey, February 2025 n=1,003

Causing a ripple effect across the industry

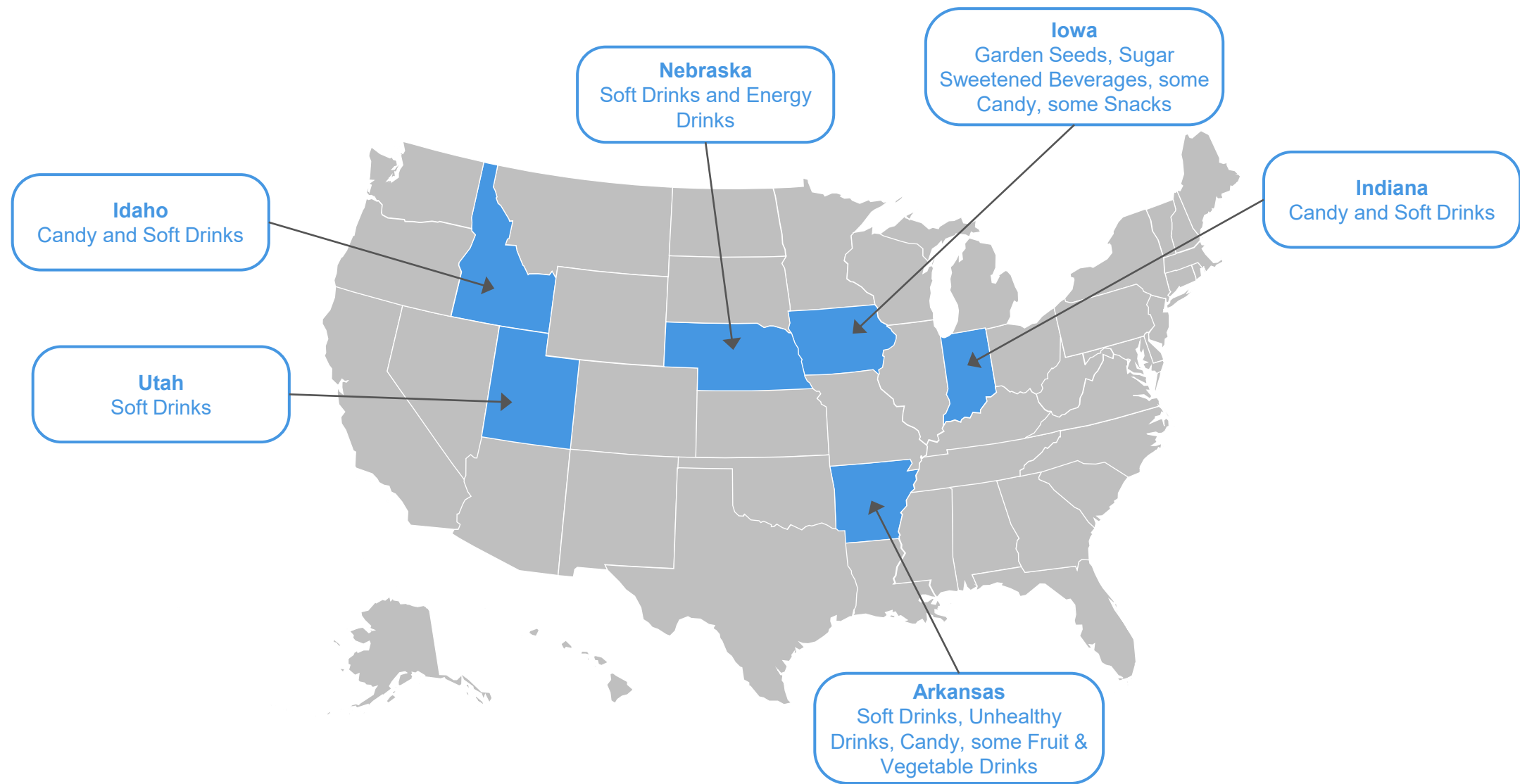
Unit Sales & Change During Previous SNAP Benefit Reduction



Source: NIQ Homescan Panel SNAP Survey, Total Outlets 3/5/2023-7/22/2023
Note: Analysis focused on a comparison of pre/post the COVID-19 crisis SNAP benefit allotment



New state-level SNAP legislation will create challenges



Source: USDA Food and Nutrition Service, SNAP Food Restriction Waivers, Updated June 11, 2025, Accessed July 14, 2025
Note: Map and information based on states with approved SNAP Food Restriction waivers

SNAP waivers have broad impact potential on restricted categories

Product Scope:
Soft Drinks
Energy Drinks
Candy



Current Impact

Amount of SNAP dollars spend on restricted categories in **Arkansas, Iowa, Idaho, Indiana, Nebraska, and Utah**



Potential Impact Of All States Considering SNAP Waivers

Texas, West Virginia, Kansas, Colorado, Iowa, Michigan, Oregon, Wisconsin, Arizona, Tennessee, and South Carolina are all in various stages of proposing legislation to cut SNAP benefits for similar products



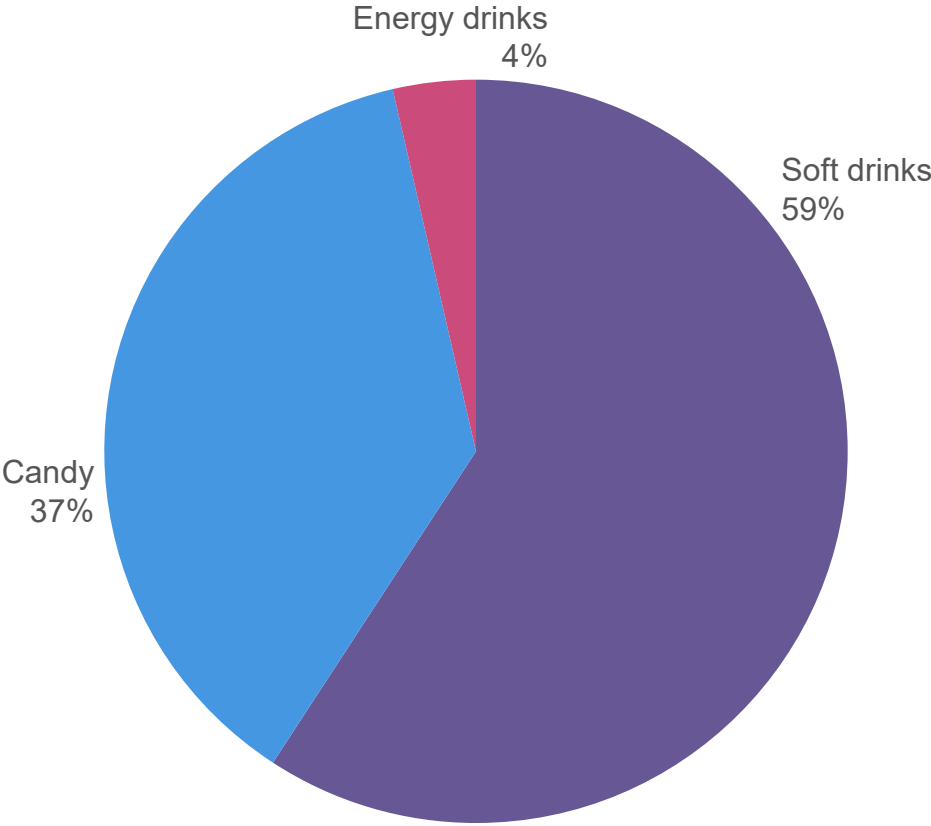
Total U.S. Potential Impact

Estimated dollar sales if reductions are carried out across all restricted categories in all states

Source: NIQ Homescan Panel, SNAP Survey, Total Outlets, WE 3/29/2025
Note: Analysis conducted considering Soft Drinks, Energy Drinks and Candy only.

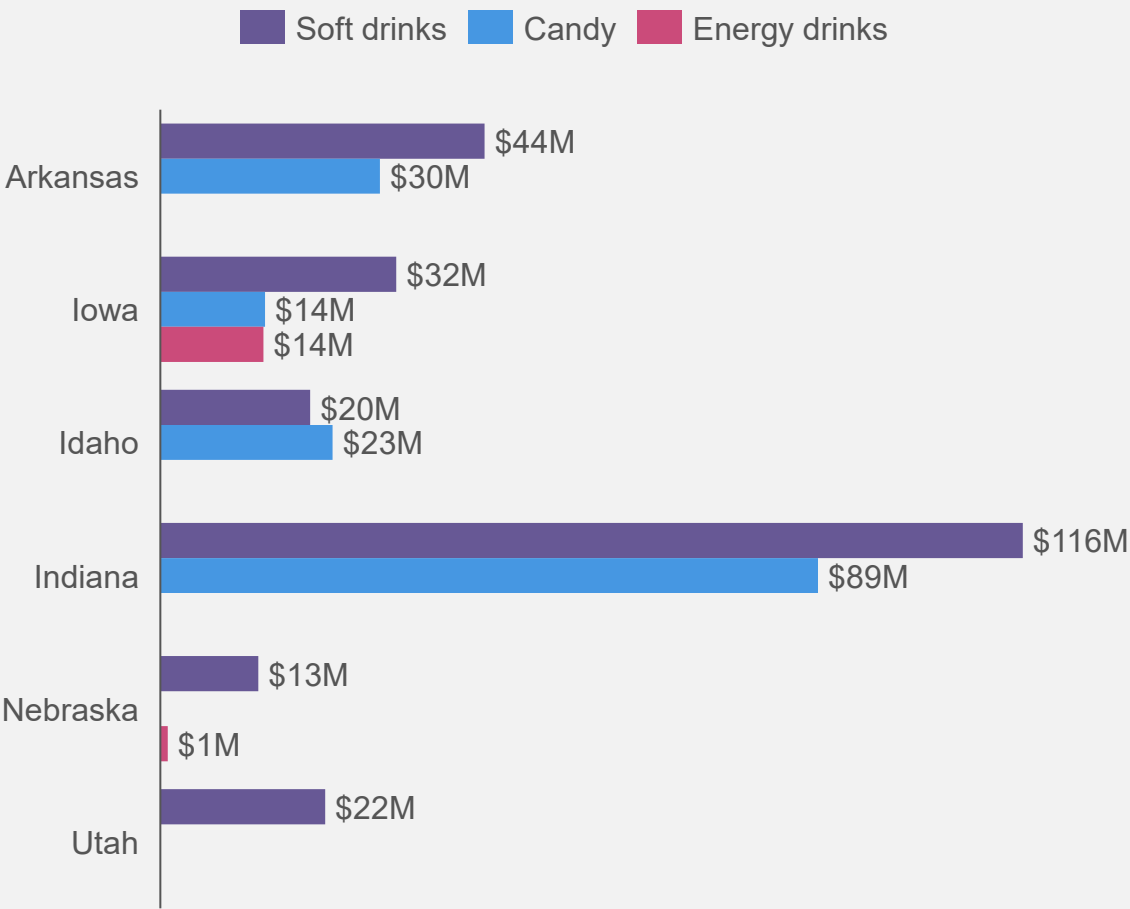
Soft drinks and candy have the most risk...

Share Of \$418 Million Impact
(Arkansas, Iowa, Idaho, Indiana, Nebraska, and Utah)



...especially in Indiana

SNAP Household Spending
By States With Waivers



Source: NIQ Homescan Panel, SNAP Survey, Total Outlets, WE 3/29/2025
Note: Analysis conducted considering Soft Drinks, Energy Drinks and Candy only.

Support SNAP households by turning habit shifts into your competitive edge

Buy less food

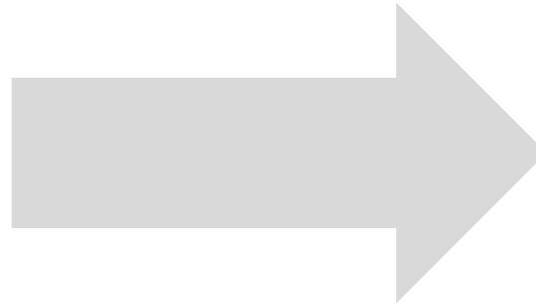
Cut back on non-essentials

Skip meals

Shop low-cost retailer

Buy more Private Label

Seek deals



Reduction



Habit Shift

Source: NIQ, BASES Quick Question Omnibus Survey, February 2025 n=1,003

Snacking is personal, behavioral, and one bad ingredient from betrayal

Snacking is personal,
one size feeds none



*Future of snacking is modular,
mood-based, and made for you*

Snacking is a behavior,
not a category



*Future of snacking will be
driven by moments that
transcend categories*

What's in your snack
could break your brand



*Future of snacking will be clean
labels that aren't claimed, they
will be verified*

Trust is your biggest
asset and biggest risk



*The future of snacking won't be
driven by your brand's legacy*

The future of snacking is intentional, inclusive, and redefined by need

GLP-1 users didn't quit; they got smarter



The future of snacking is about the journey, not the craving

Indulgence isn't the enemy of longevity



The future of snacking will be driven by intention

As SNAP benefits shrink, snack aisle must stretch



Future of snacking will be shaped by manufacturers that design for people, not just profit

Thank you

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