

Snackonomics

Tapping into the power of healthy snacking

5 Key Takeaways

Emotions

Snacking, an emotionally charged activity that **offers comfort, pleasure, and indulgence**, should be leveraged in marketing campaigns and pack designs to attract consumers.

Price

Be mindful of the price thresholds that cash-strapped consumers recovering from inflation are willing to pay for snacks, as their **attitudes toward prices can be influenced** by need state and pack size.

Channels

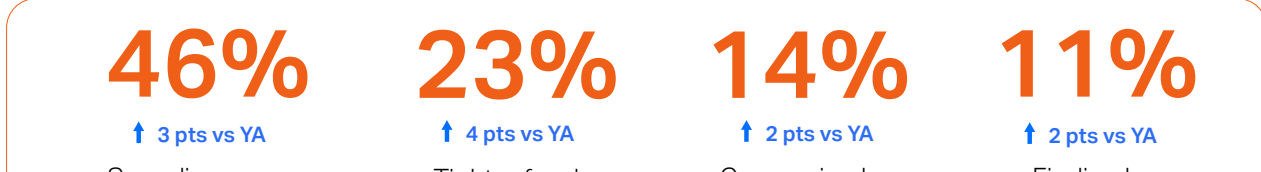
Growth opportunities in alternative channels like online, mass, and value are abundant as **snacks expand beyond grocery** and traditional brick-and-mortar stores, and manufacturers lacking a true omnichannel strategy will quickly fall behind and lose market share.

Demos

Continue to appeal to older households that currently drive snacking sales and growth while also understanding the nuances and shifting demographics of younger generations gaining spending power.

Health

With **Better For You™** snacks now table stakes, manufacturers need to differentiate with up-and-coming attributes to stay ahead of the curve.



— However, there is continued opportunity to market snacks based on **consumers emotions**

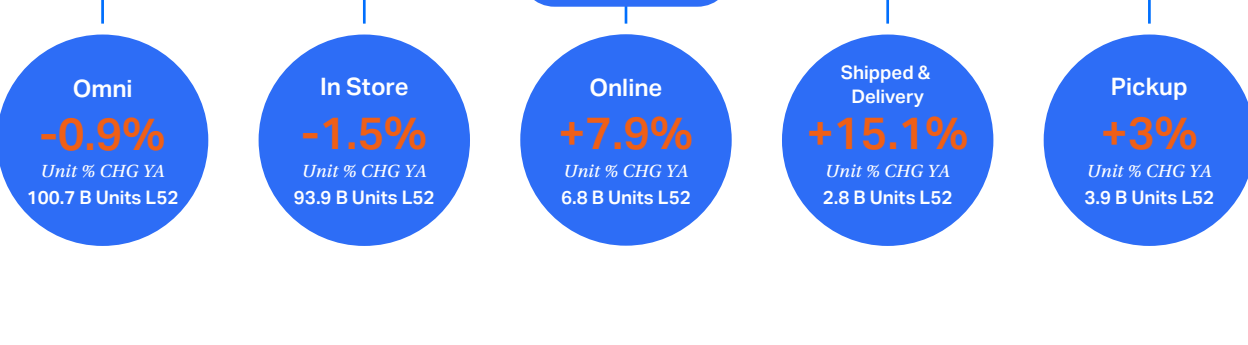
52%
↑ 5 pts vs YA
Pleasure and joy

40%
↑ 3 pts vs YA
Indulge in something I love

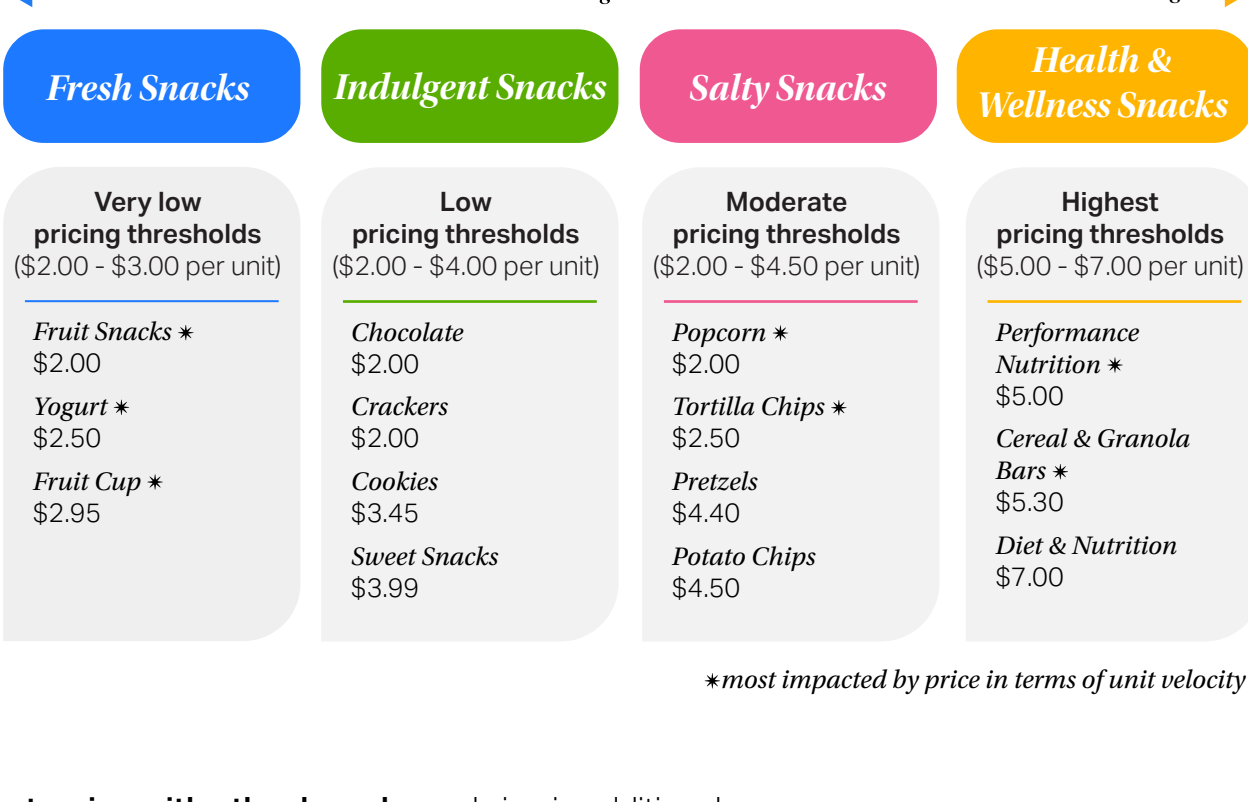
40%
↑ 2 pts vs YA
Comfort in a stress-filled world

38%
↑ 3 pts vs YA
To reward myself

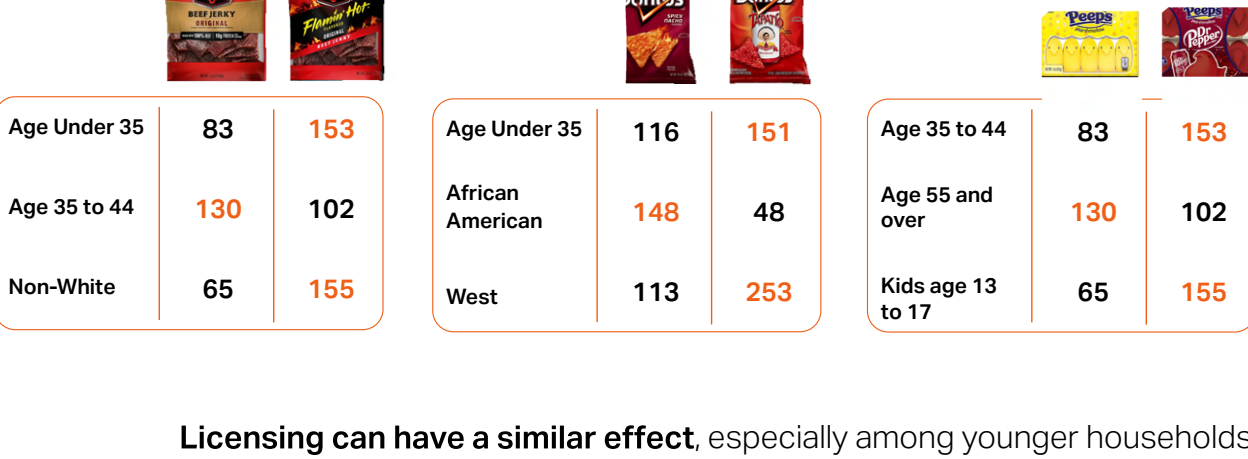
Buying snacks online, via pickup, and via shipped & delivery continue to stick post pandemic, with these channels seeing growth while in store purchasing is experiencing unit decline



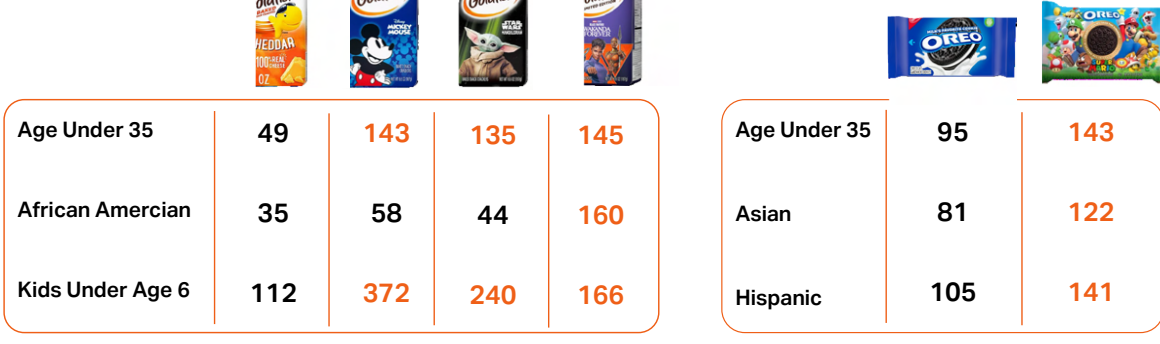
Manufacturers need to understand the consumer snacking need and adjust prices accordingly depending on the value of that need



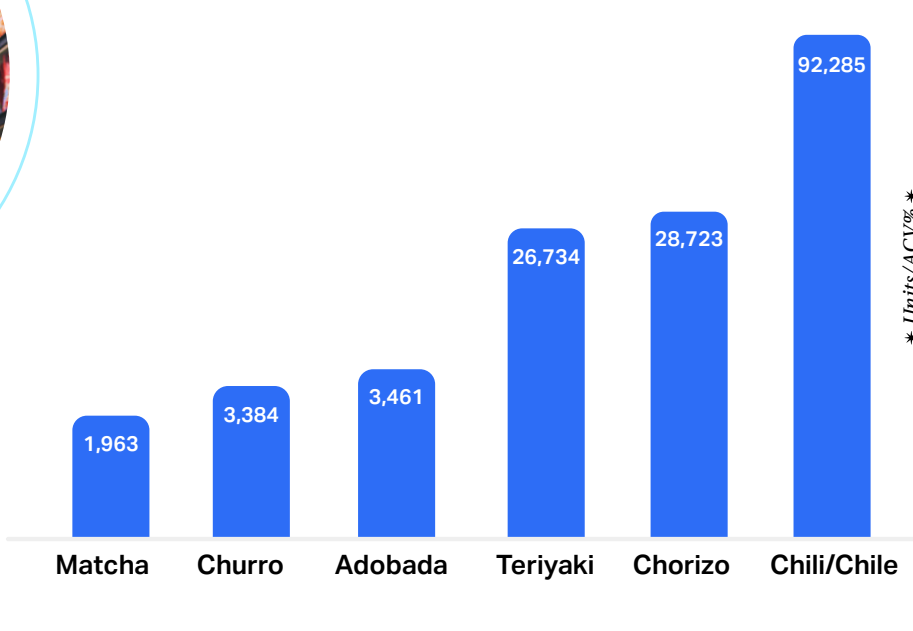
Partnering with other brands can bring in additional demographics outside of the core consumer that may not typically resonate with the brand.



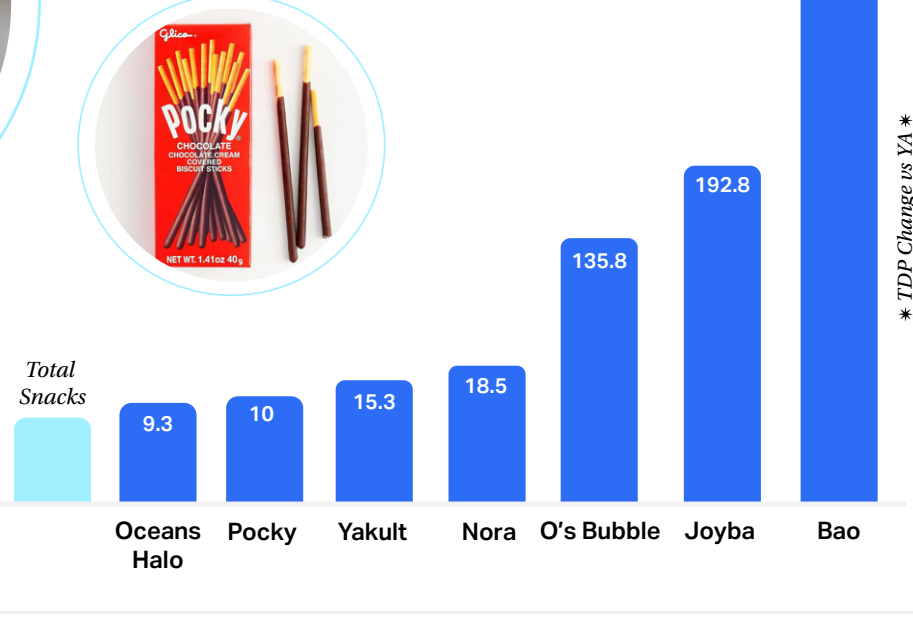
Licensing can have a similar effect, especially among younger households with young kids. Co branding/licensing may not necessarily be a category driver, but can help take share from competition.



Popular global flavors are **on the rise** in snacking as younger and more multicultural shoppers come into their spending power.



Popular global snacking brands have **increased store presence** and outpaced total snacking category in TDP growth.



Within the largest categories, niche health and sustainability claims are driving growth – ensure you have a product offering to deliver against these needs.

Top 3 based on units

Salty Snacks
Driven by: Potato Chip, Multigrain Snack, Cheese Snacks, Tortilla Chip, Onion Snack

Candy, Gum, Mints
Driven by: Chocolate & Confection

Cookies and Crackers
Driven by: Cookies & Crackers

Natural, free from, recyclable

Free from & artisanal

Sustainable, fiber, & protein

Natural, organic, & recyclable

Sustainable

Sustainable & protein

Natural, gluten free, & Recyclable

Special diet, antioxidants, & free from

Sustainable

Proven Trends Growing Trends Emerging Trends

STTD = Stated on Package

Protein, plant-based, and functional benefits gain traction in growing snack categories.

Top 3 based on growth

Performance Nutrition Shakes
Performance Nutrition

Protein Salty Snacks
Diet and Nutrition

Performance Muffins
Performance Nutrition

Protein & recyclable

Free from & local

Functional, sustainable, & plant based

Protein & calorie conscious

Free from, keto, & protein

Fiber & plant based

NEW +1,694%

Natural, sustainable, & protein

Proven Trends Growing Trends Emerging Trends

STTD = Stated on Package

Capitalize on portable categories that can satiate consumers between meals or after strenuous activities as these are seeing the most protein innovations.

Craving more?

Our NIQ team will provide you with snacking and food insights to your Brand's unique needs.

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Connect with us today!

Your feedback really matters.

Please scan the QR Code to the right and fill out a brief survey on this presentation with feedback on how we can improve!

