

October 23, 2025

“When SNAP benefits are reduced, families face impossible choices—between health, nutrition, and basic survival. The food and beverage industry can make a difference for these vulnerable consumers. By supporting SNAP households, we can help ensure access to fresh, nutritious food and preserve dignity during times of economic uncertainty. Together, we can be a stabilizing force—helping families put food on the table and hope in their future.”



Chris Costagli
Vice President,
Thought Leadership
F&B Insights Lead,
NielsenIQ

The takeaway...

- Paused SNAP benefits will ignite urgent demand for affordable food solutions
- Curated value bundles that stretch budgets will support SNAP shoppers and secure engagement
- Low-cost and discount retailers will emerge as critical lifelines for vulnerable SNAP households

Your next move...

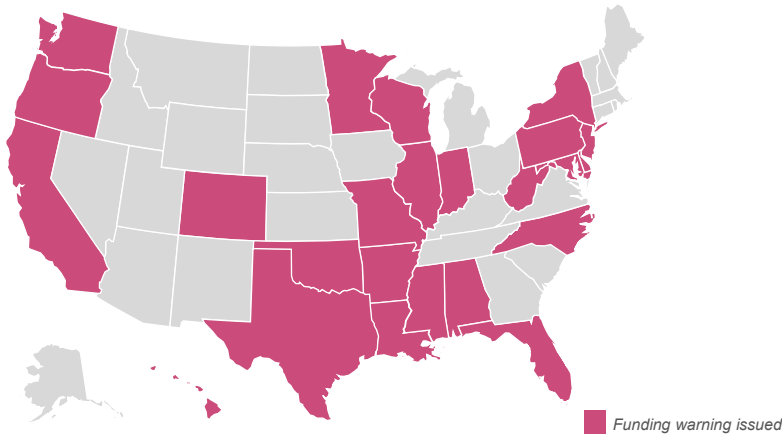
- Spotlight private label affordability through displays, features, and targeted ads
- Create themed bundles and cross-category deals that stretch budgets, like ‘Family Meals Under \$10’
- Optimize shelf visibility for affordable essentials

SNAP benefit pause risks hunger surge

Implications for the food & beverage industry

More than twenty states have issue funding warnings to SNAP participants^{1,2,3}

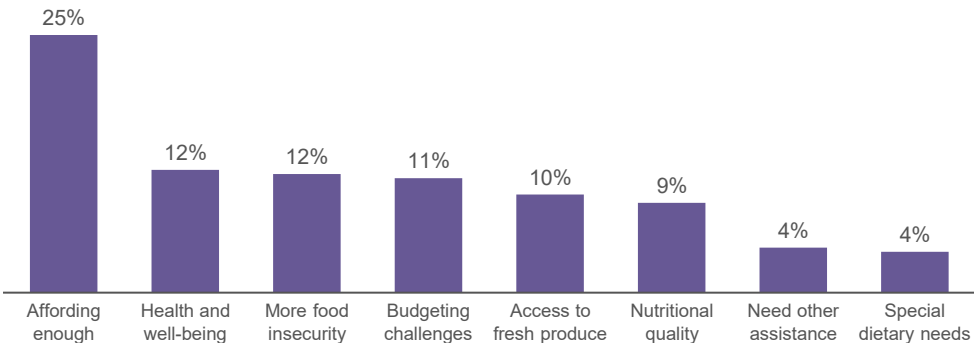
As the U.S. government shutdown drags on, millions of Americans face losing access to SNAP benefits on November 1—just weeks before Thanksgiving. With a funding gap over \$8 billion and no resolution in sight, families already struggling could be left without support, while food banks brace for an unprecedented surge during the holiday season.



Retailers can be a lifeline to families left hungry by the SNAP pause

If SNAP benefits are paused on November 1st, millions of vulnerable households will face immediate food insecurity. Retailers have a critical opportunity to step up by prominently featuring affordable private label products and curating value-driven bundles that stretch budgets—ensuring families can still put food on the table despite economic uncertainty.

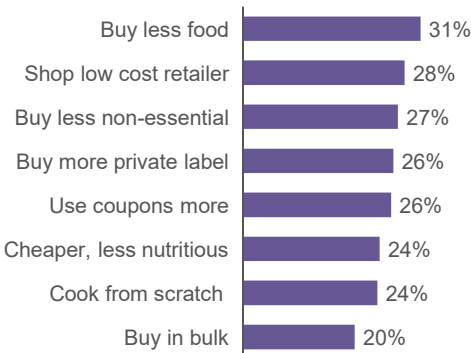
LEADING CONCERNS AMONG SNAP HOUSEHOLDS WHEN SNAP BENEFIT ARE REDUCED⁴



Discount retailers are poised to support SNAP families with affordability

SNAP participants will be forced to cut back and shift their shopping behaviors—driving increased foot traffic to low-price and discount channels. These retailers must be prepared to act swiftly, prominently displaying nutritious, low-cost essentials that meet the urgent needs to SNAP families navigating reduced budgets.

CHANGES TO F&B PURCHASING WHEN SNAP BENEFITS ARE REDUCED⁴



NIQ SNAP Solution Kit

NIQ SNAP Shopper Groups are now available in Omnishopper Panel

NIQ State SNAP Waiver Product Insights available in December

NIQ SNAP Policy Tracker gives real-time insight into how SNAP households respond to policy changes

Industry Analysis Sources: ¹Kelly, Allie. “States Aren’t Sending November SNAP Benefits during the Government Shutdown.” Yahoo News, 22 Oct. 2025. <https://www.yahoo.com/news/articles/states-arent-sending-november-snap-231703431.html>. Accessed 23 Oct. 2025.; ²MSN News Staff. “States Warn SNAP Benefits May Stop in November If Shutdown Continues.” MSN, <https://www.msn.com/en-us/news/other/states-warn-snap-benefits-may-stop-in-november-if-shutdown-continues/ar-AA1OQvUQ>. Accessed 23 Oct. 2025.; ³Yarrow, Grace. “At Least 25 States Plan to Cut Off Food Aid Benefits in November.” Politico, 23 Oct. 2025. <https://www.politico.com/news/2025/10/23/states-snap-food-aid-benefits-government-shutdown-00619117>. Accessed 23 Oct. 2025.; ⁴NIQ, BASES SNAP Household Survey, February 2025, n=250
Author: Chris Costagli, Vice President, Thought Leadership, Food & Beverage Insights Lead