

Snackonomics 4.0

Shoppers are granting permission differently than ever before

Chris Costagli

Vice President, Thought Leadership
Food & Beverage Insights Lead

Carly Levin

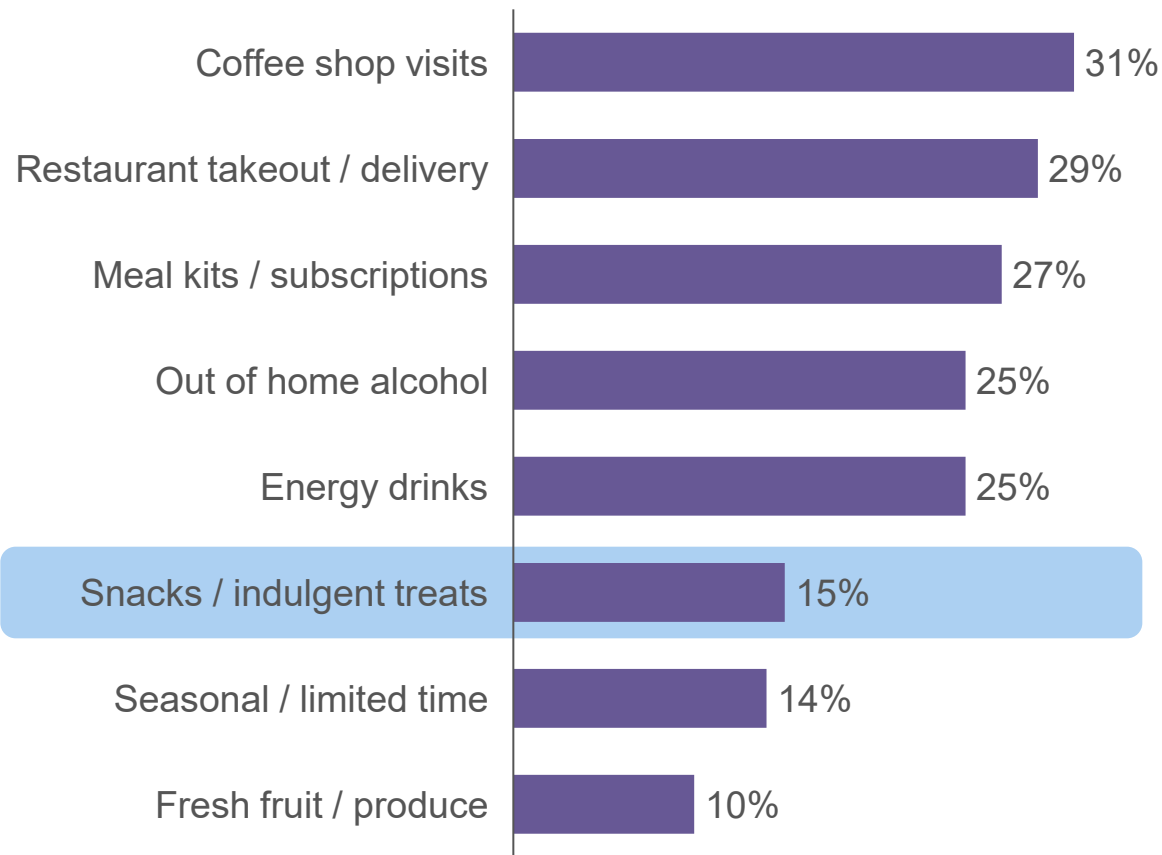
Director, Thought Leadership
Sweets & Snacks

June 2026



Some things just aren't worth it anymore

What Is No Longer Worth It At Today's Prices



Source: NIQ, BASES Affordability Survey, n=2,006, January 2026



A more intentional
choice isn't always
cheaper



The problem
is value, not
price



Think about how product value has changed in the last 5-7 years

To preserve margins and
profit as costs went up
brands have

downsized
reformulated
repackaged
increased price



Think about what has come into focus



Policy shined a light on
ingredients; while
technology gave everyone
a magnifying glass

MAHA

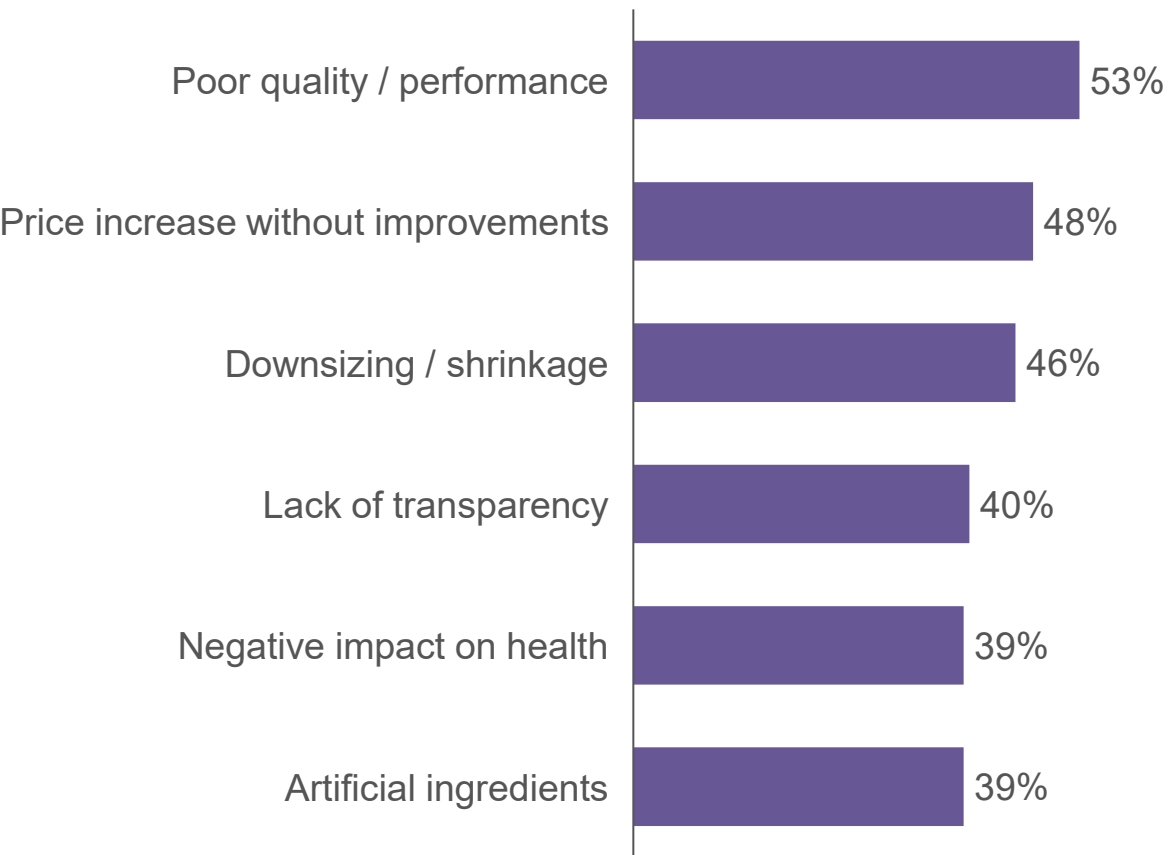
Ingredients

Social media

AI / scan apps

Turns out, all those things erode trust

Leading Reasons For Loss In Brand Trust



Source: NIQ, BASES Trust Survey, n=1,000, 2025



Brands that raised price
and kept everything
else the same...

**Decreased
in value**



A woman with long, wavy brown hair and light-colored eyes is looking upwards and to the right. She is wearing a light-colored, ribbed turtleneck sweater. The background is a plain, light gray.

Brands that raised price
and shrunk product
sizes...

**Decreased in value
even more**

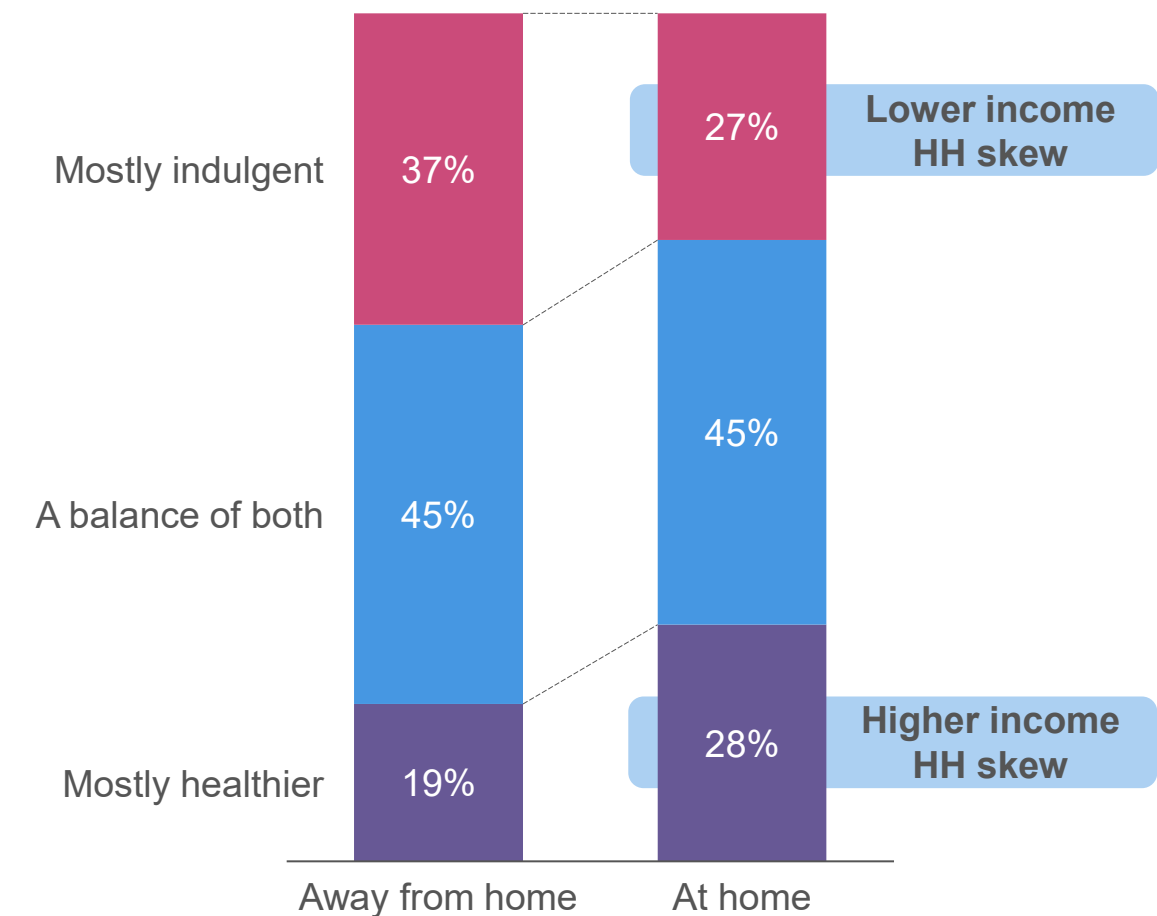
This is not to say shoppers
won't pay higher prices...

**Brands just have
to earn permission**



Understanding snack preferences is step one

Snack Type Preference By Snacking Location

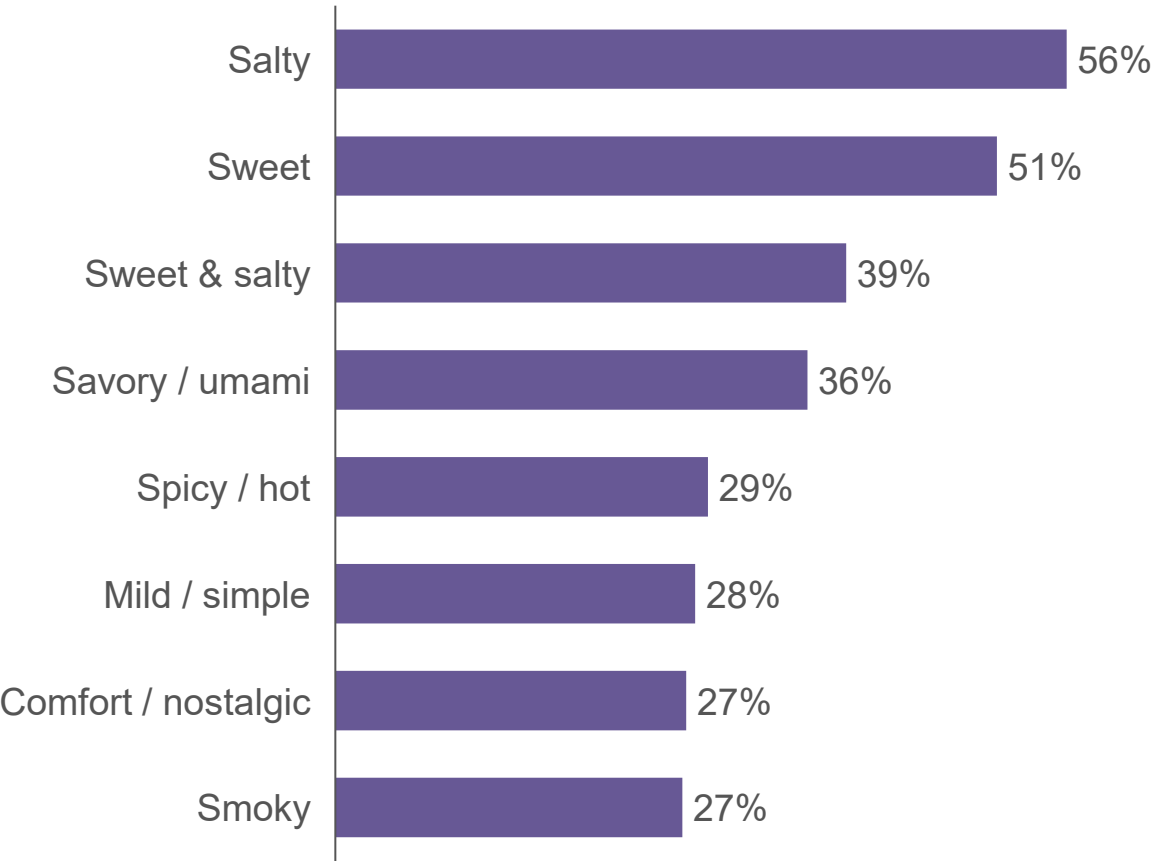


Source: NIQ, BASES Snacking Survey, n=2,009 2026



Sweet or salty flavors are safe bets

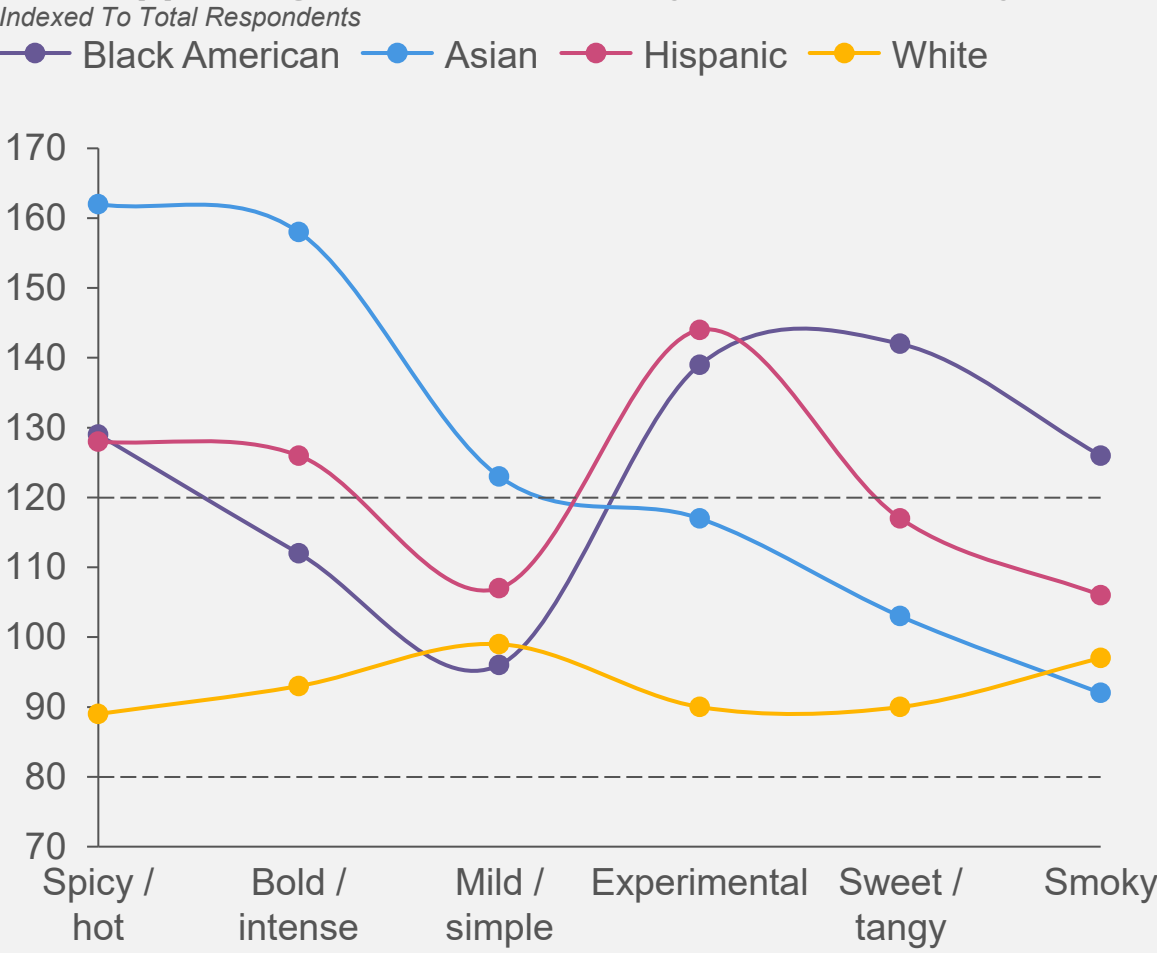
Most Appealing Snack Flavors



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

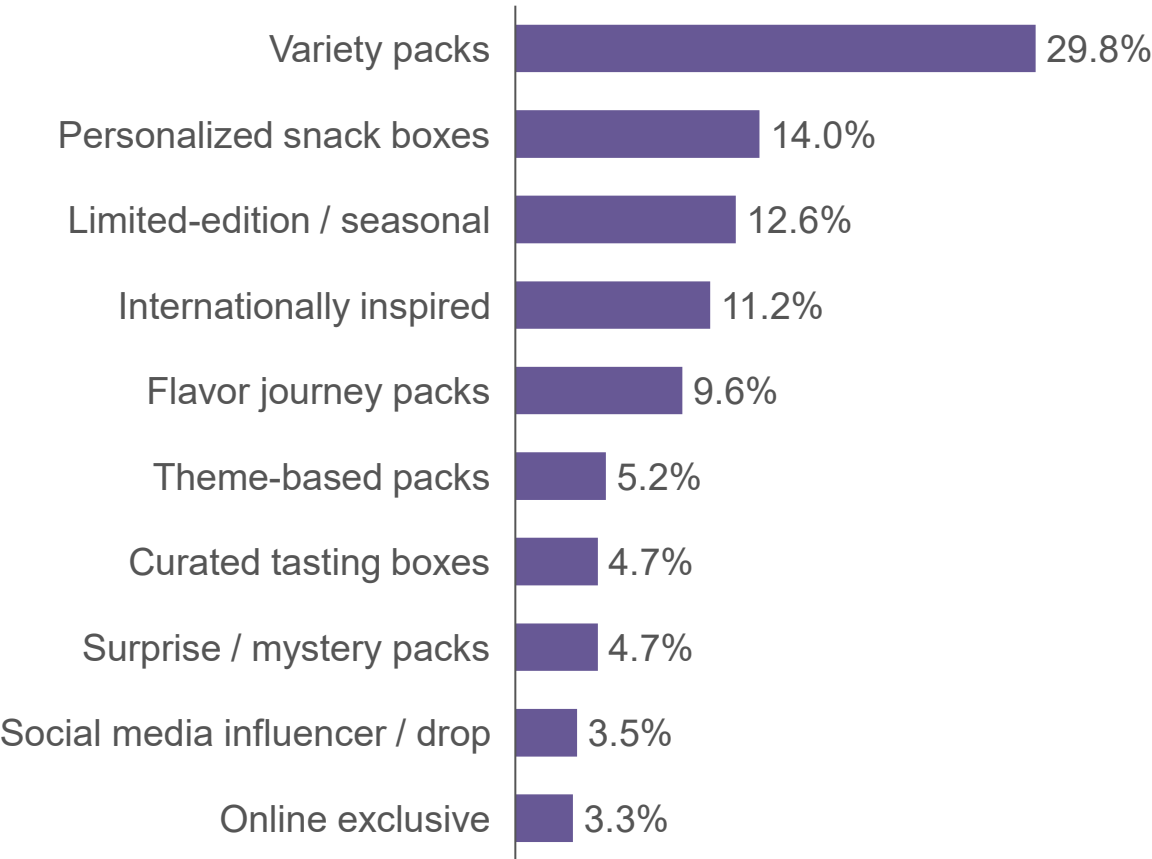
Know what your shoppers want

Most Appealing Snack Flavors, By Race / Ethnicity



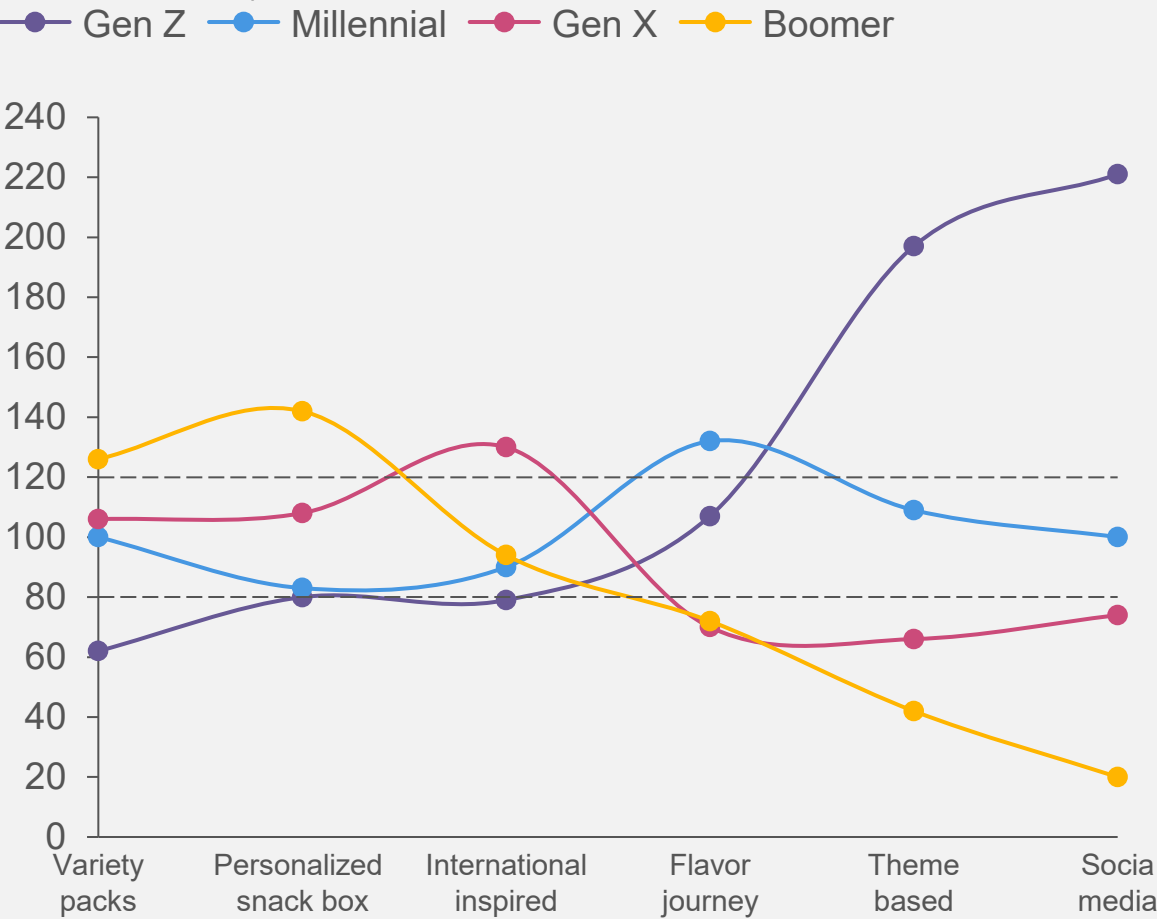
Variety packs have the most interest

Snack Experience Most Interested In
Among Those Interested In A Differentiated Experience



Not for Gen Z, they have other interests

Snack Experience Most Interested In, By Generation
Indexed To Total Respondents



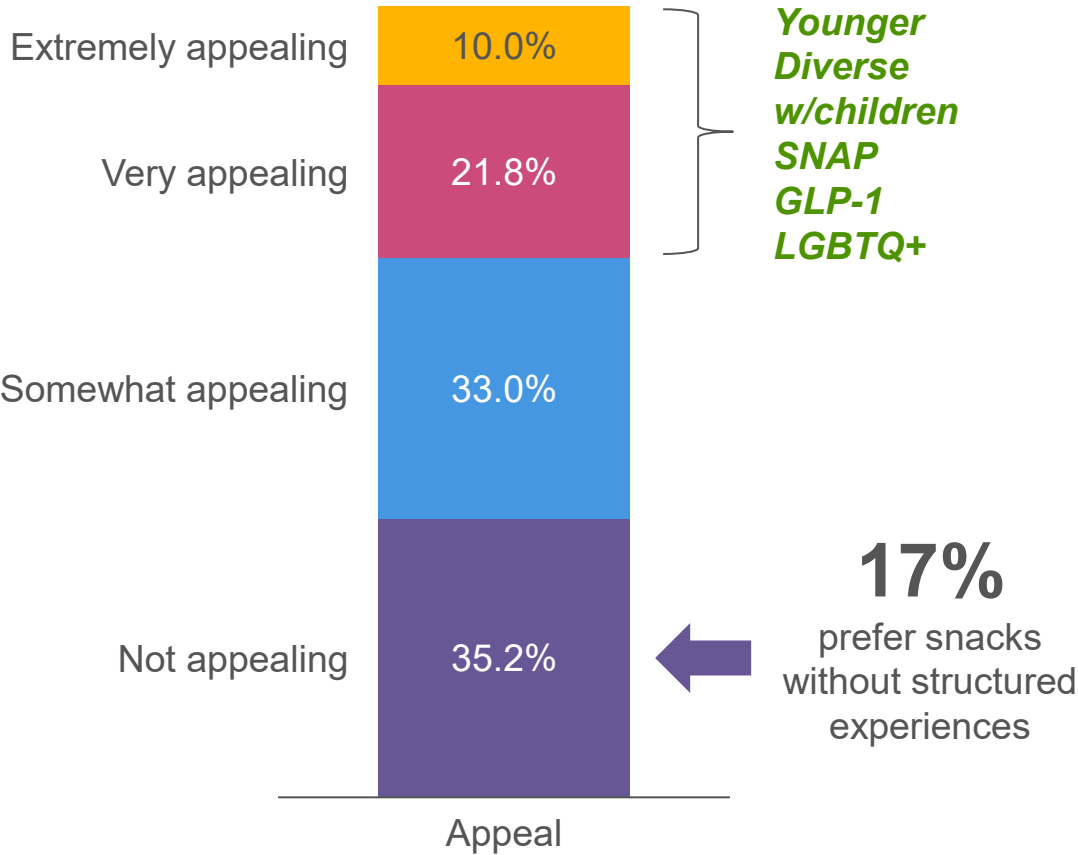
Source: NIQ, BASES Snacking Survey, n=2,024, 2026



Progressive snacking has appeal

Appeal Of Progressive Snack Experiences

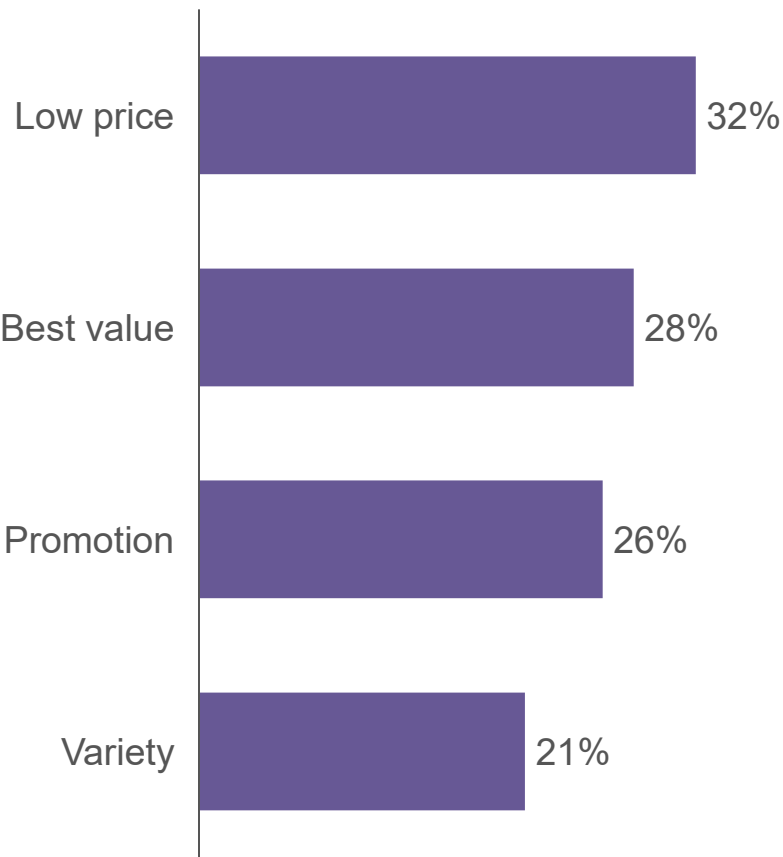
E.g., Multi-Pack To Be Eaten In Sequence, Starts Mild & Ends Intense



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Price, value, promotion, and variety are leading salty snack choice drivers

Leading Salty Snack Choice Drivers



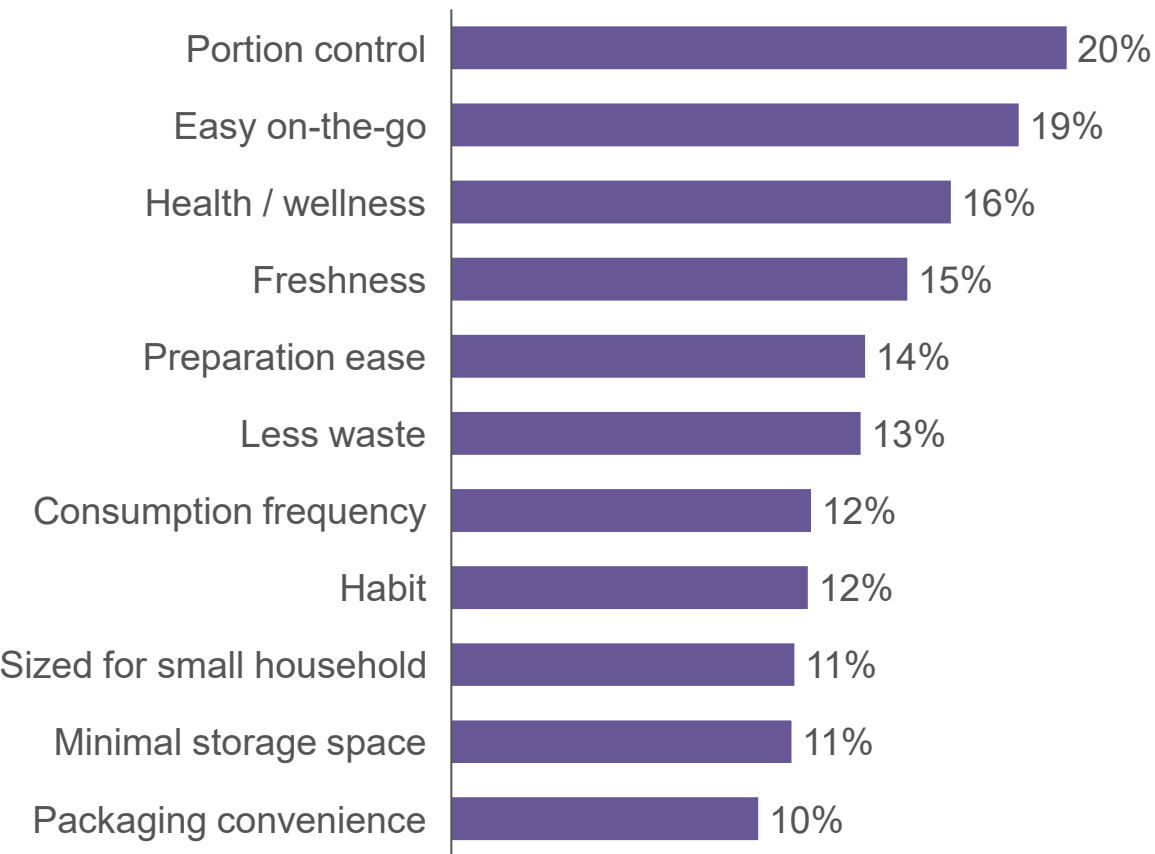
Source: NIQ, BASES Snacking Survey, n=2,024, 2026



Make no
mistake, it's
more than that

Salty snacks have many paths to value

Salty Snack Choice Drivers



Source: NIQ, BASES Snacking Survey, n=2,024, 2026



Knowing what matters, separates winners from everyone else



Households w/Gen Alpha

1.3x

more likely to choose
salty snacks based on
reduced food waste



SNAP Households

1.4x

more likely to choose
salty snacks based on
limited storage space



GLP-1 Households

1.4x

more likely to choose
salty snacks based on
preparation ease



Black American Households

1.7x

more likely to choose
salty snacks based on
portion control

Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Stack the
equation
in your
favor



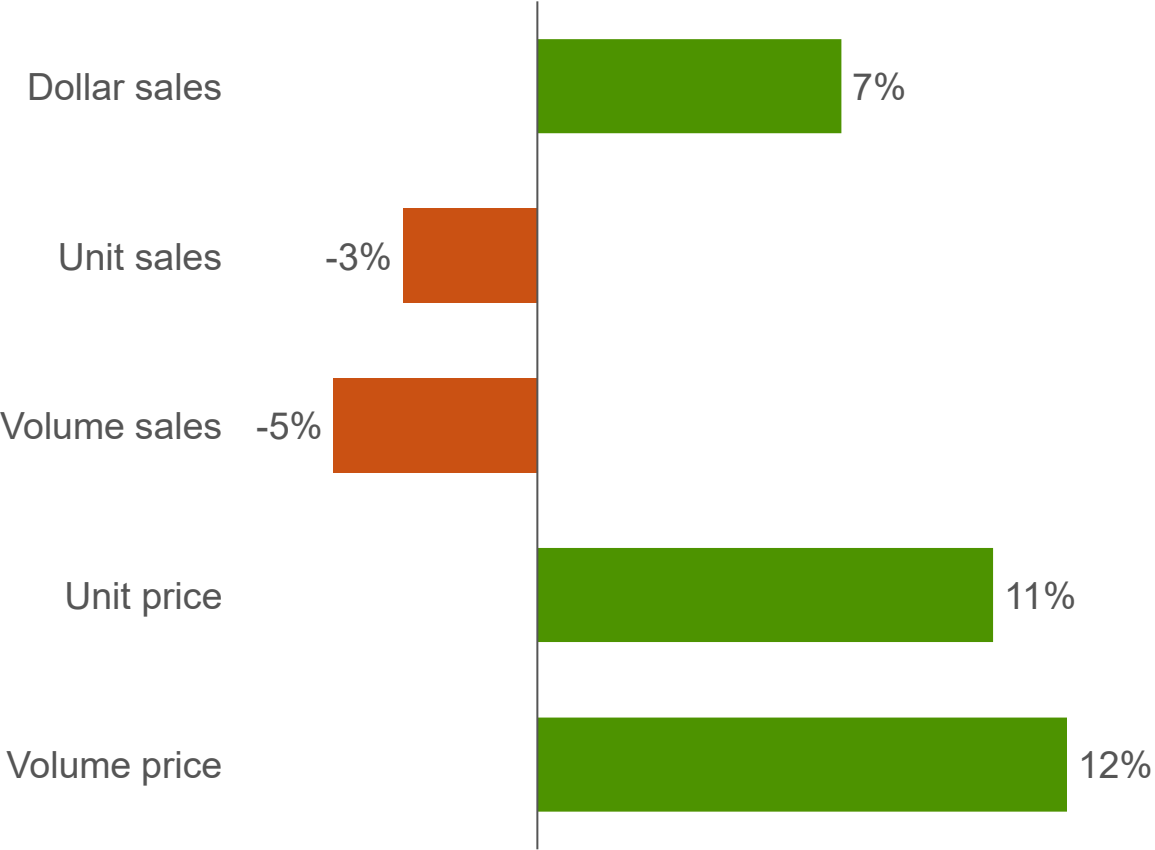


Permission is
granted when
justification
is right



Price is driving dollars and costing volume

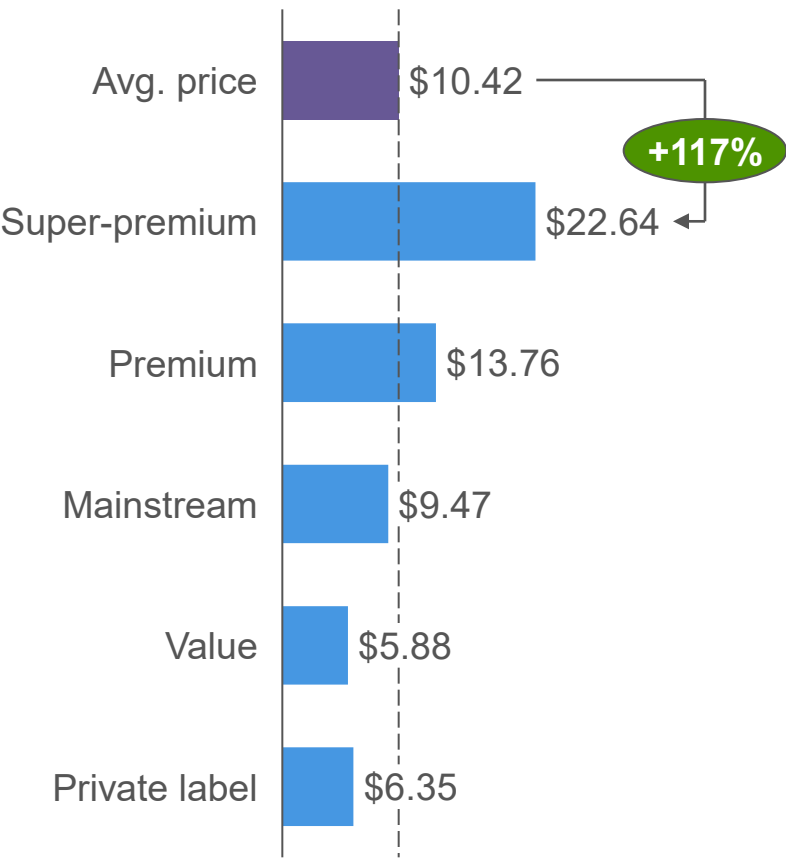
Chocolate Category Performance



Source: NIQ, RMS, Total US Full View + Conv., 52-Weeks Ending 5/16/2026

High-end chocolate comes with a price

Chocolate Volume Price

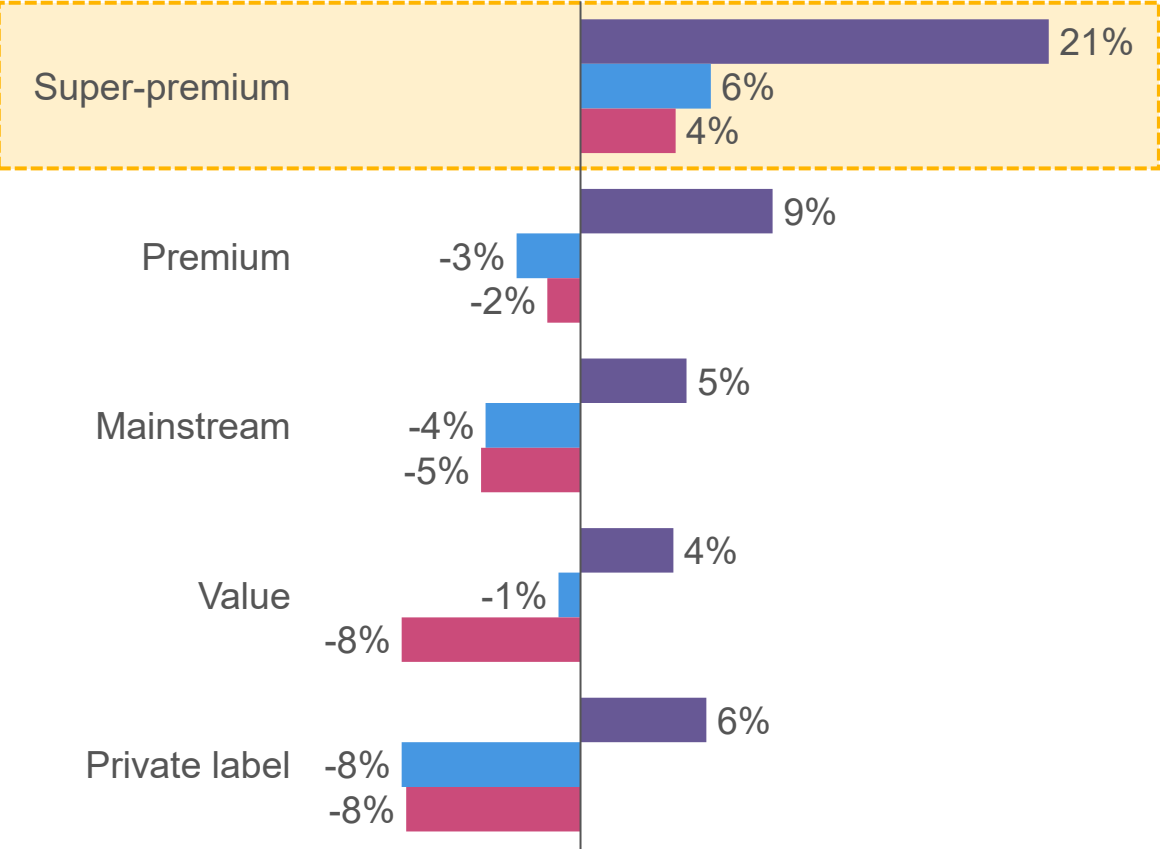


Source: NIQ, RMS, Total US Full View + Conv., 52-Weeks Ending 5/16/2026
Note: Price tiers defined using EQ price at the sub-category, sub-brand level. Super Premium ≥1.75, Premium ≥1.25, Mainstream ≥0.75, Value = all other name brands, Private Label = all private label.

Super-premium is winning on all fronts

Chocolate Performance, By Price Tier

Dollars Units Volume



Source: NIQ, RMS, Total US Full View + Conv., 52-Weeks Ending 5/16/2026
Note: Price tiers defined using EQ price at the sub-category, sub-brand level. Super Premium ≥1.75, Premium ≥1.25, Mainstream ≥0.75, Value = all other name brands, Private Label = all private label.





That seems
counter-intuitive

Why is this?

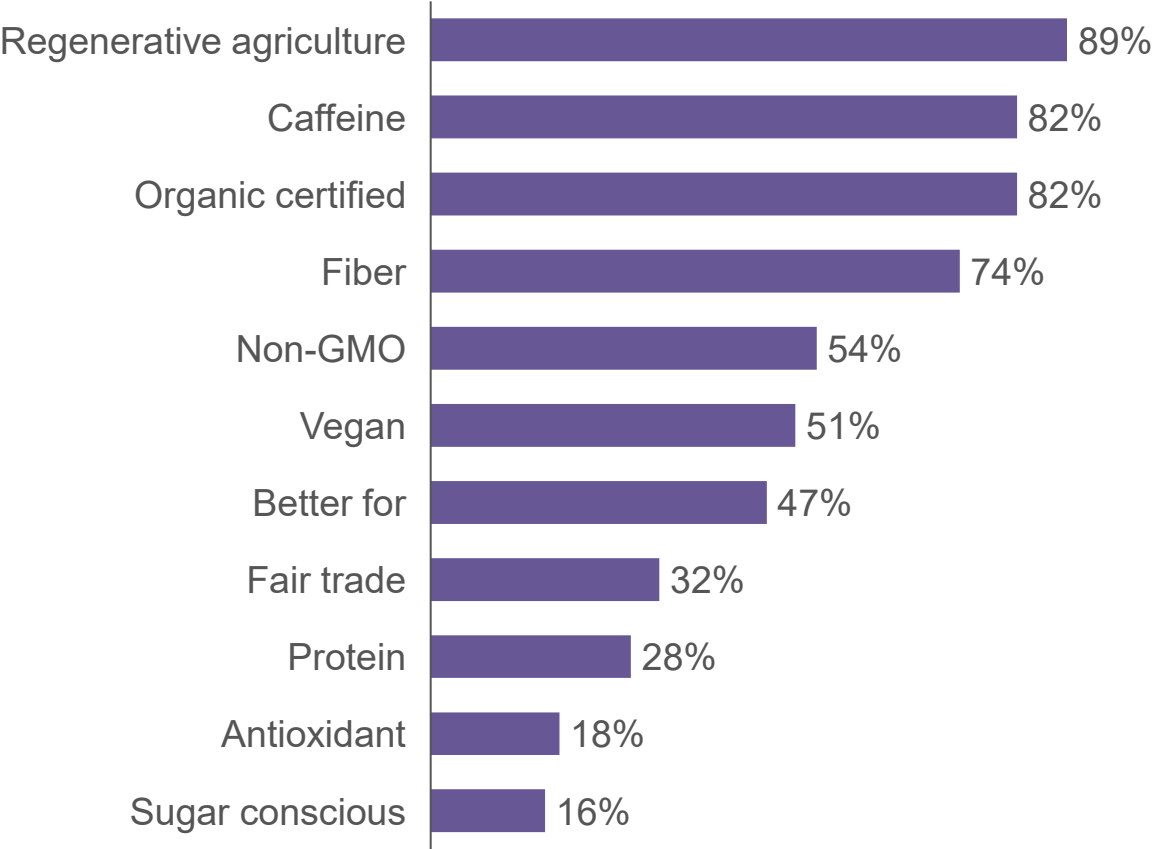
Because
permission is
granted when
justification
is right





Super-premium is more than just chocolate

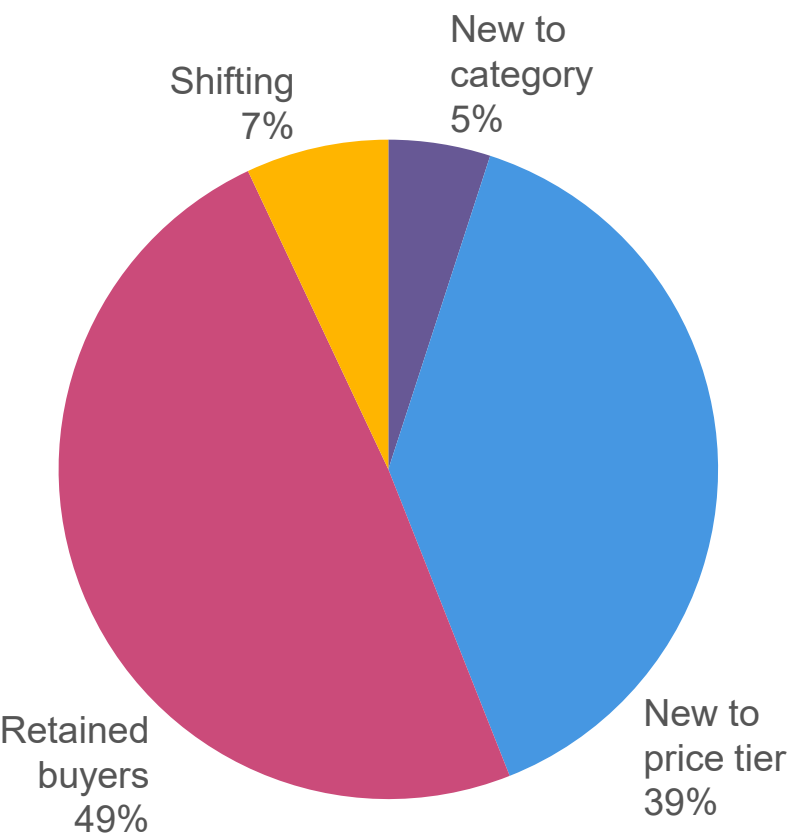
Super-Premium Chocolate Dollar Share Of Claim
Share Of Claim Within The Chocolate Category



Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 5/16/2026
Note: Price tiers defined using EQ price at the sub-category, sub-brand level; Super Premium ≥1.75

Being more, brought in new buyers

Super-Premium Chocolate Dollar Growth Drivers

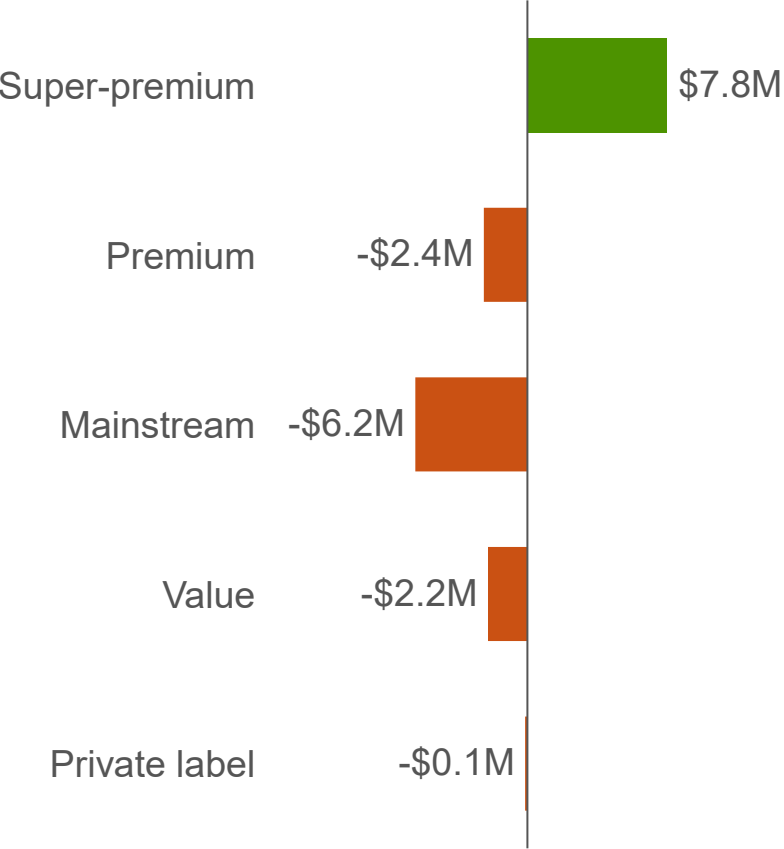


Source: NIQ, Expanded Omnishopper Panel On Demand, Total US, Total Outlets, 2025

Super-premium became the most valuable recruiter for chocolate



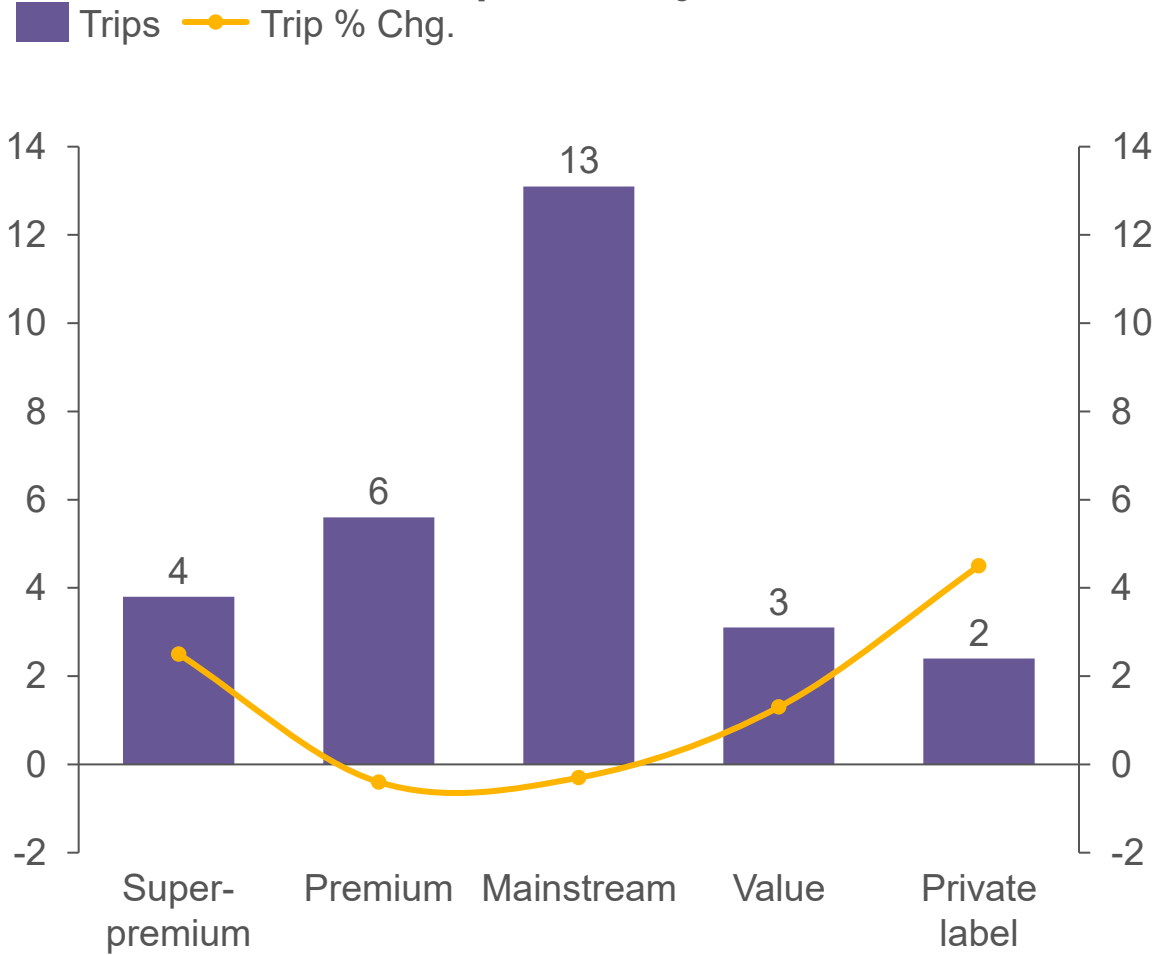
*Net New / Lost Chocolate Category
Buyer Dollar Contribution*



Source: NIQ, Expanded Omnishopper Panel On Demand, Total US, Total Outlets, 2025

Luxe buyers want an experience, not a repeat

Chocolate Price Tier Trips Per Buyer



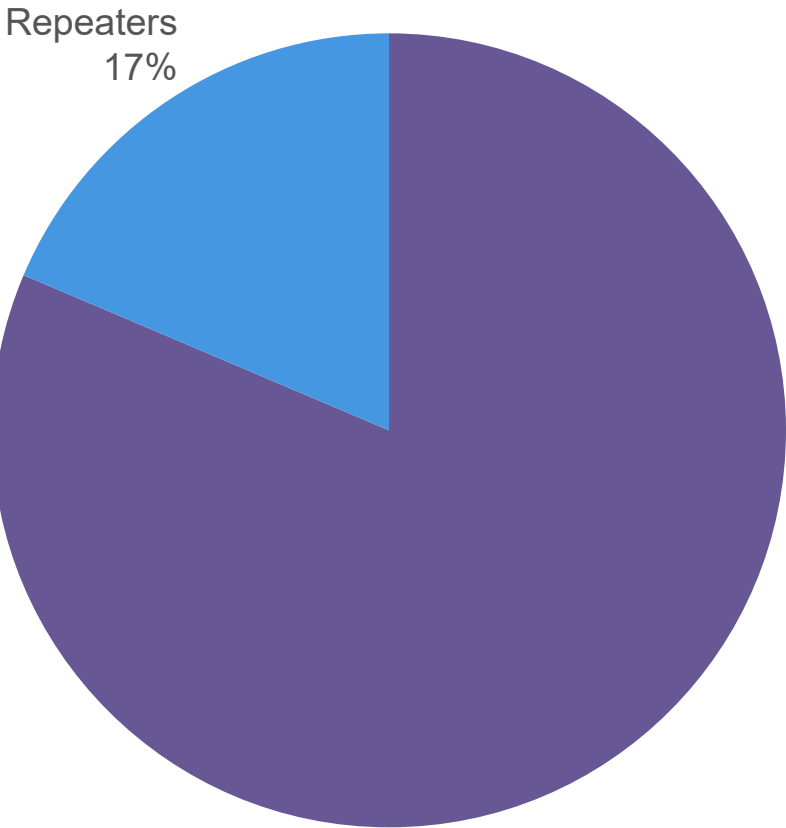
Source: NIQ, Expanded Omnishopper Panel On Demand, Total US, Total Outlets, 2025





Brands can't stop with an innovative product

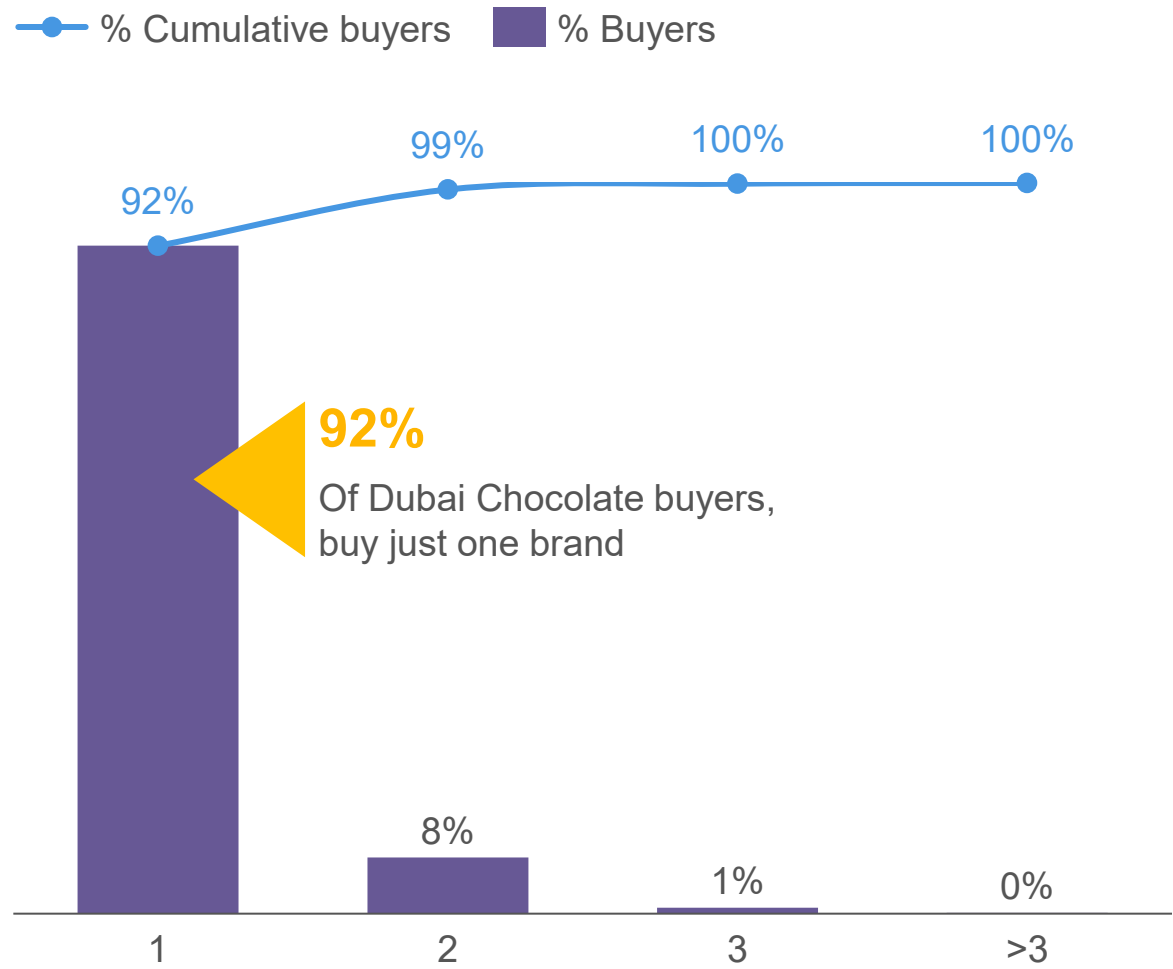
Dubai Chocolate Trial & Repeat



Source: NIQ, Omnishopper Panel On Demand, Total US, Total Outlet, 52 Weeks Ending 2025

Launching Dubai now is risky business

Distribution Of Dubai Chocolate Buyers Across The Number Of Brands They Purchased



Source: NIQ, Omnishopper Panel On Demand, Total US, Total Outlet, 52 Weeks Ending 2025



22
Brands grossed \$1M+ in 2025

5
Brands of Dubai chocolate in 2024

Dubai chocolate is so last season

What's next?



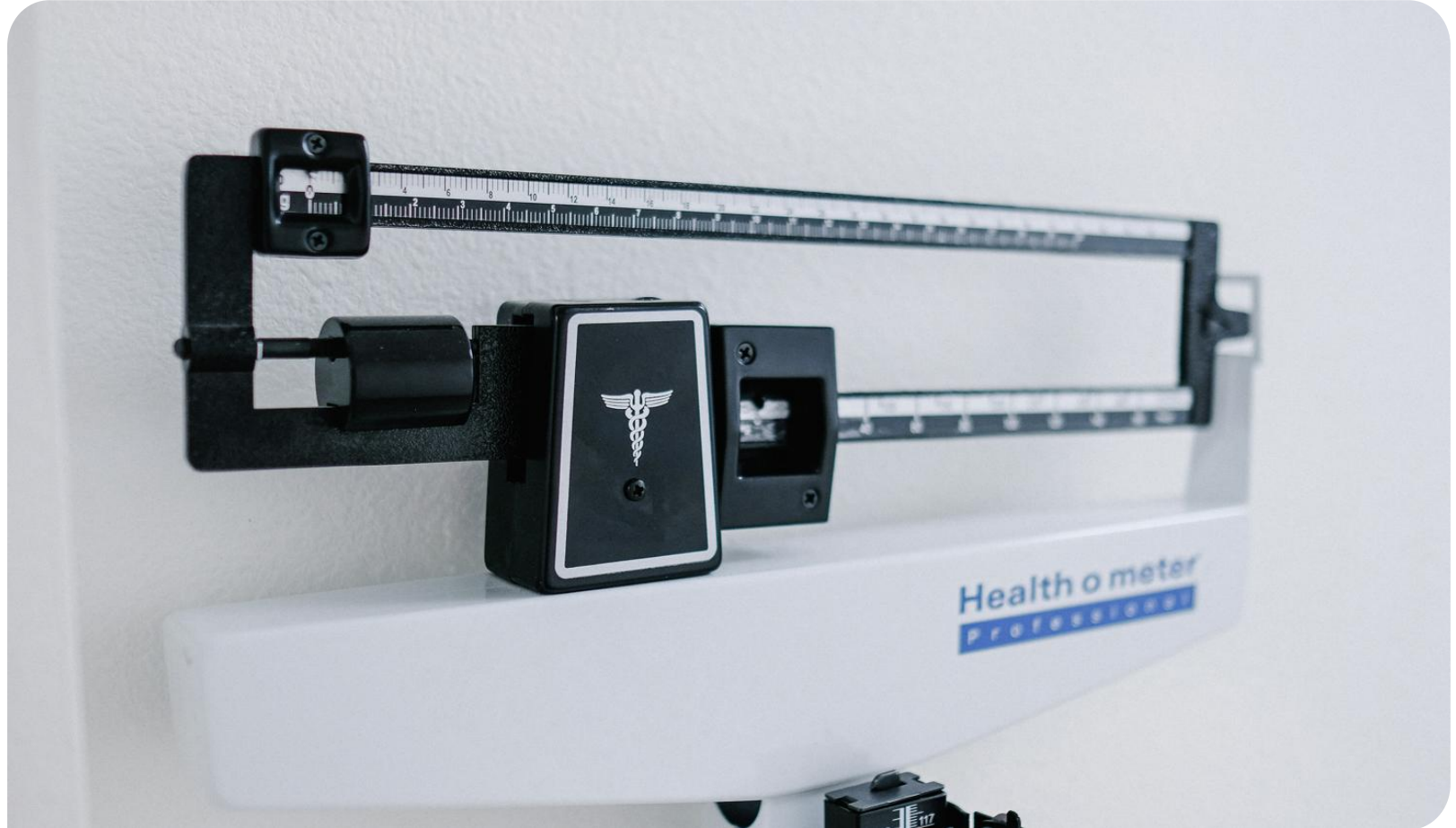
Justification looks different for some



GLP-1 adoption is widening

34%

of shoppers not already on GLP-1 therapy, are interested in the newer, lower cost oral version



Source: NIQ, BASES Quick Question Snacking Survey, 2026, n=2,006

GLP-1 using households have big purchasing power



\$190B

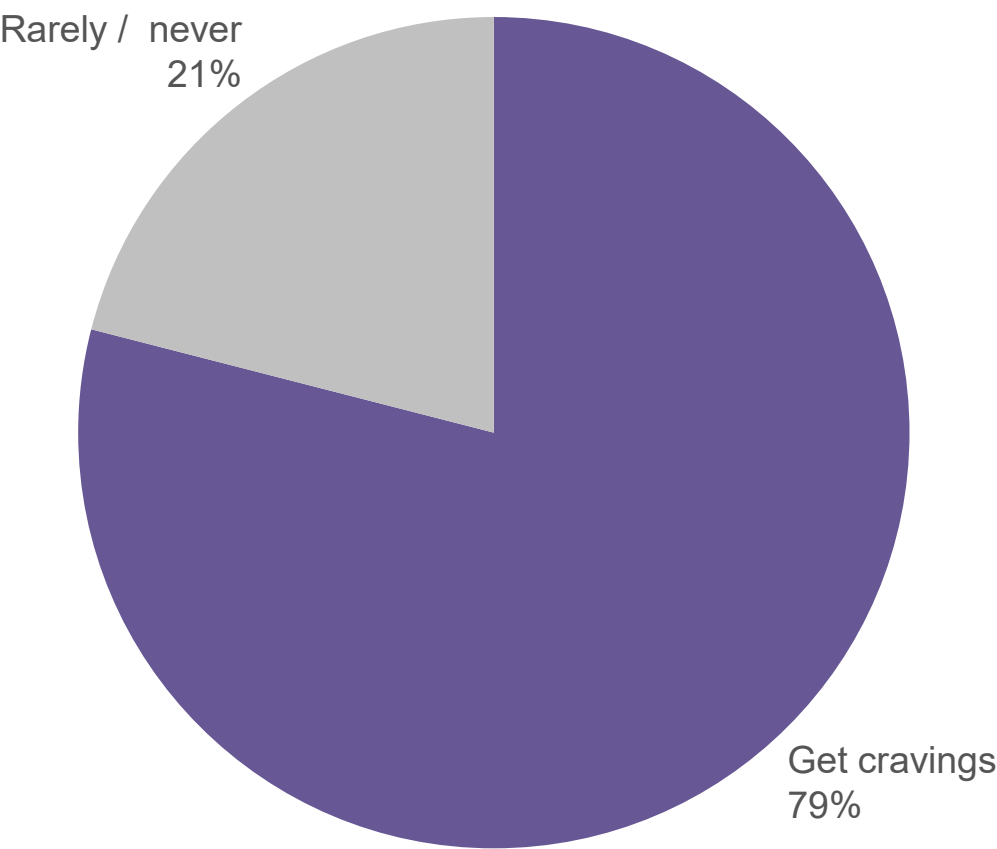
food department purchasing power of
GLP-1 weight loss only
using households

(\$283B weight loss + Diabetes)

Source: NIQ, Expanded OmniShopper Panel On Demand, Powered By Syndicated GLP-1 Survey In Discover, Fielded March 2026, Total US, Total Outlets, Food Department, 52 Weeks Ending 3/28/2026

Myth that GLP-1 users don't crave is busted

Snack Cravings While Taking GLP-1 Medication



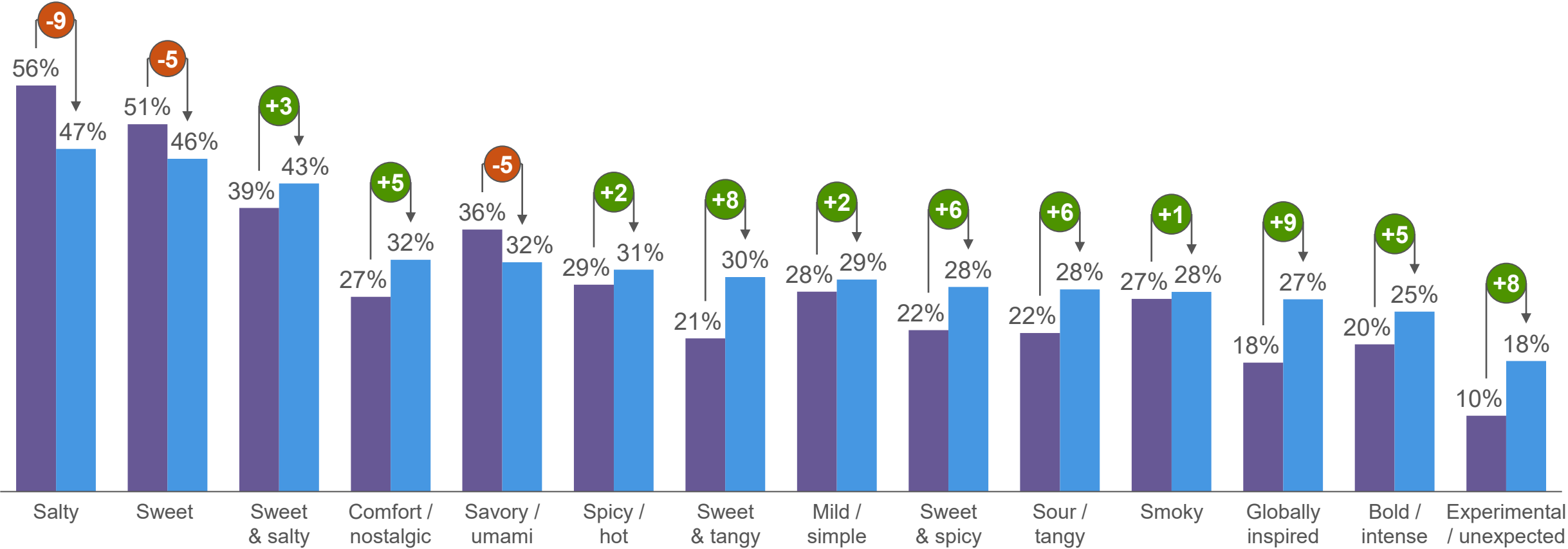
Source: NIQ, BASES Quick Question Snacking Survey, 2025, n=1,003



GLP-1 crave bold, complex flavors to snack on

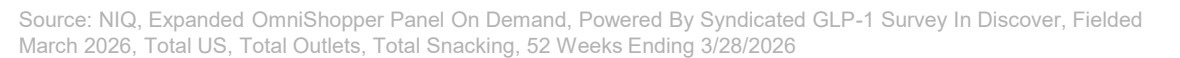
Snack Flavor Preferences

All HHs GLP-1 HHs



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Snack Dollars Per Buyer



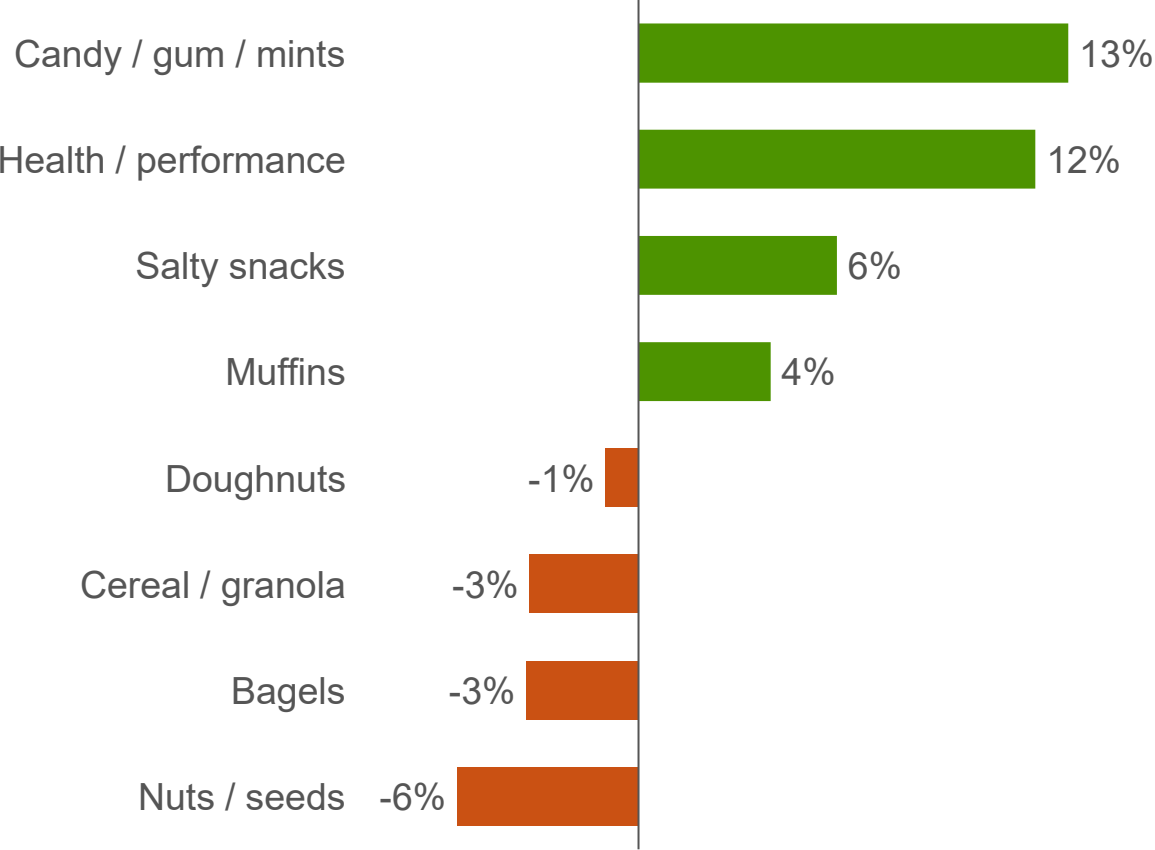


That does not mean
they are spending
more on *your*
snacks



GLP-1 shoppers are spending with intention

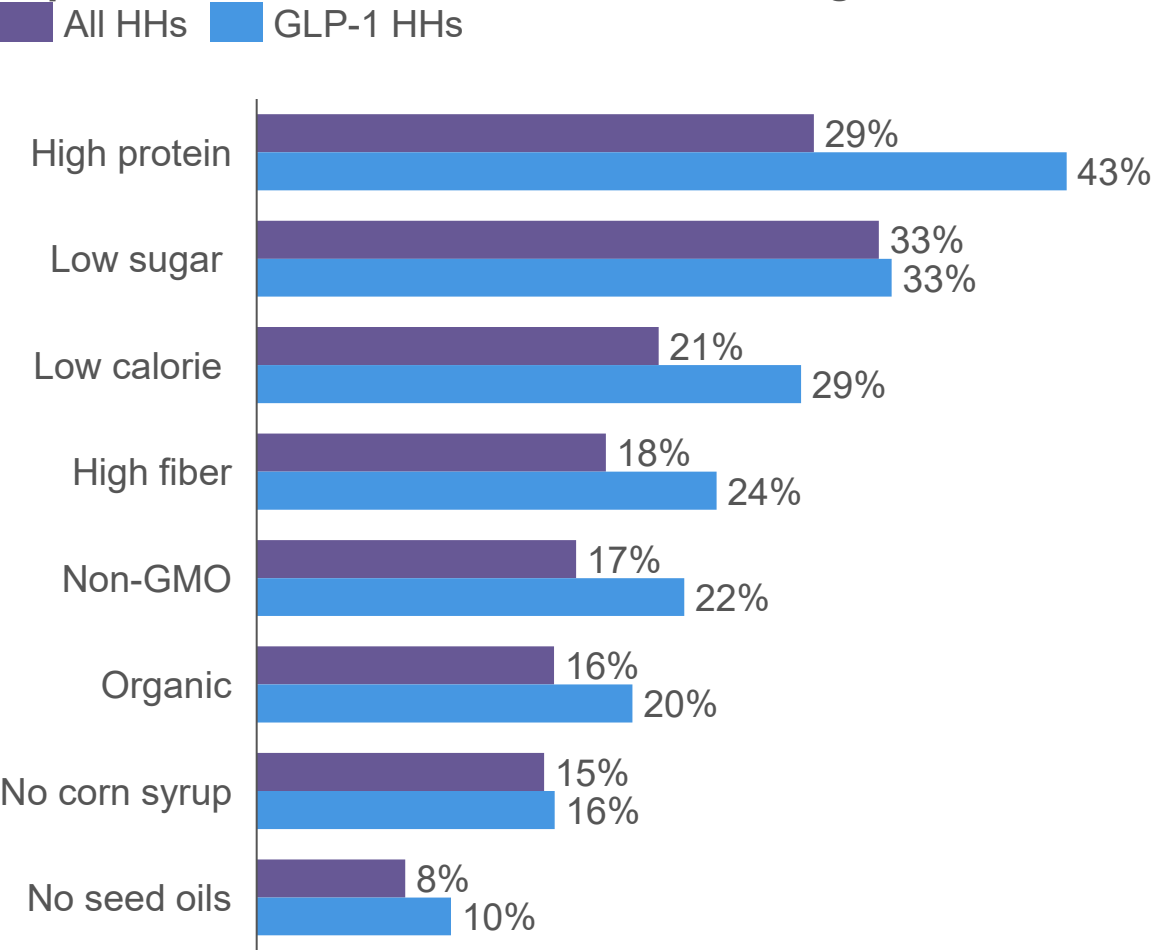
Dollar Per Buyer Difference, GLP-1 Vs. Non-GLP-1 HHs



Source: NIQ, Expanded OmniShopper Panel On Demand, Powered By Syndicated GLP-1 Survey In Discover, Fielded March 2026, Total US, Total Outlets, Total Snacking, 52 Weeks Ending 3/28/2026

GLP-1 users prioritize Better For™ snacks

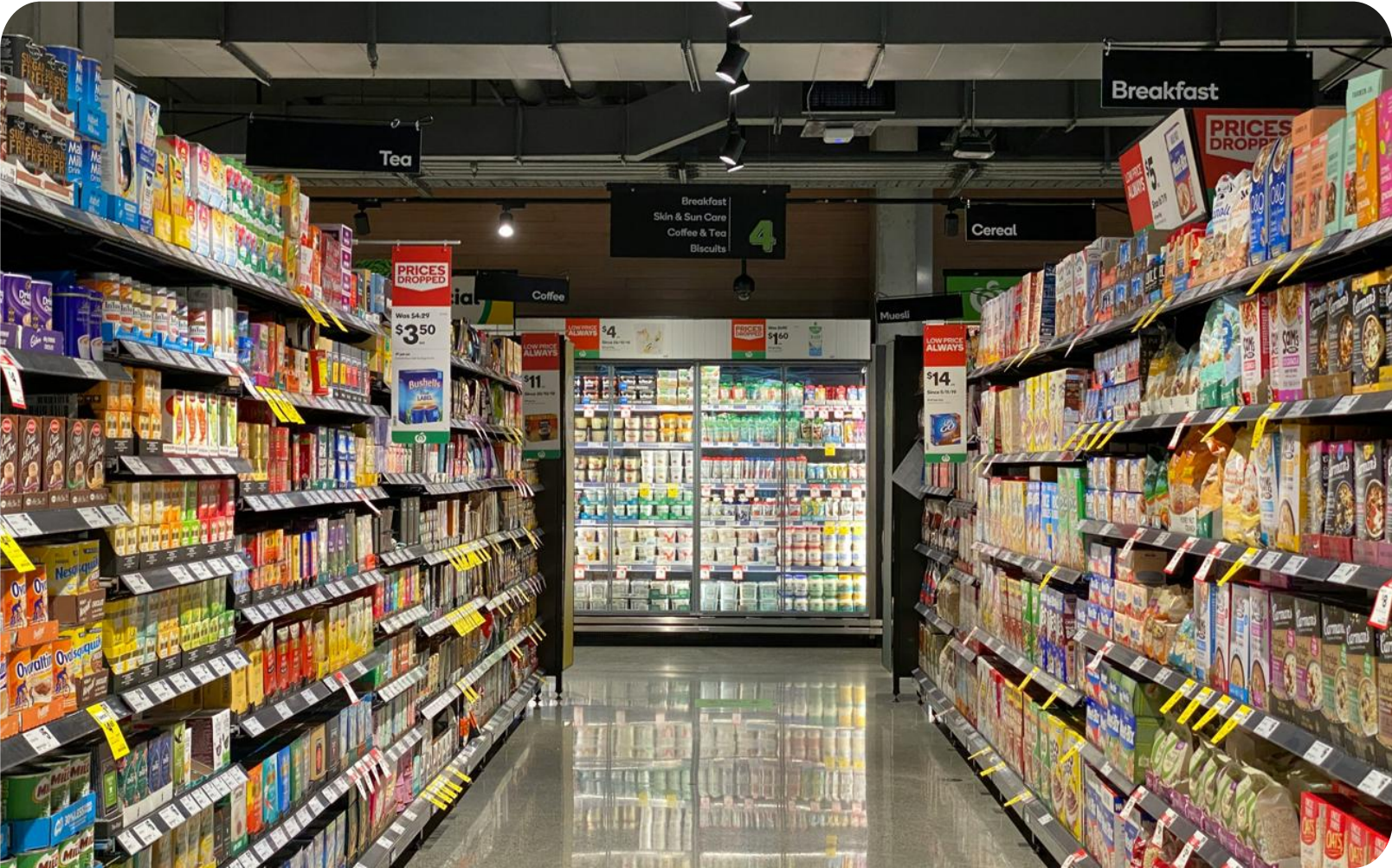
Important Characteristics When Choosing Snacks



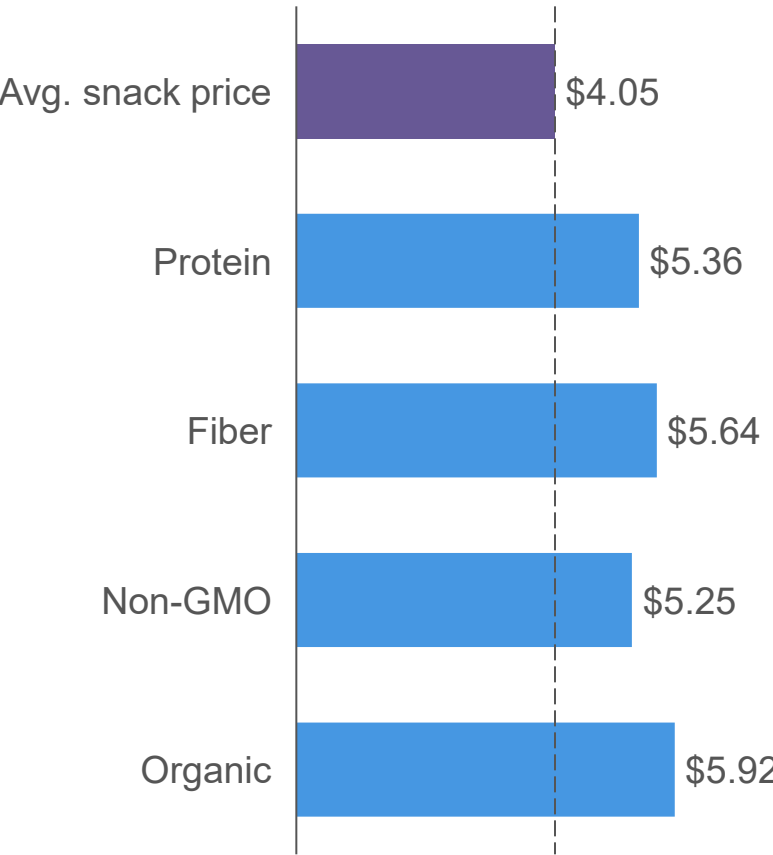
Source: NIQ, BASES Snacking Survey, n=2,024, 2026



Better For™ snacks cost more



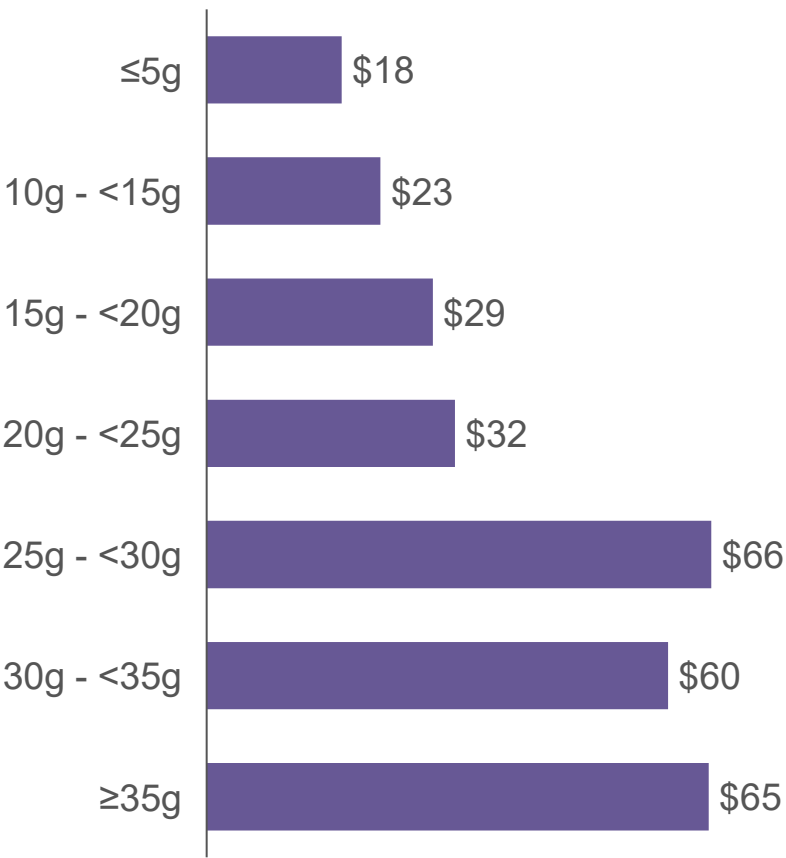
Snack Average Unit Price With Claims



Source: NIQ, RMS, Powered By Product Insights, Total US, Total Snacking, 52-Weeks Ending 3/28/2026

As the benefit level scales, so does the price

Meat Snack Average Price Per Pound
Based On Grams Of Protein Per Serving



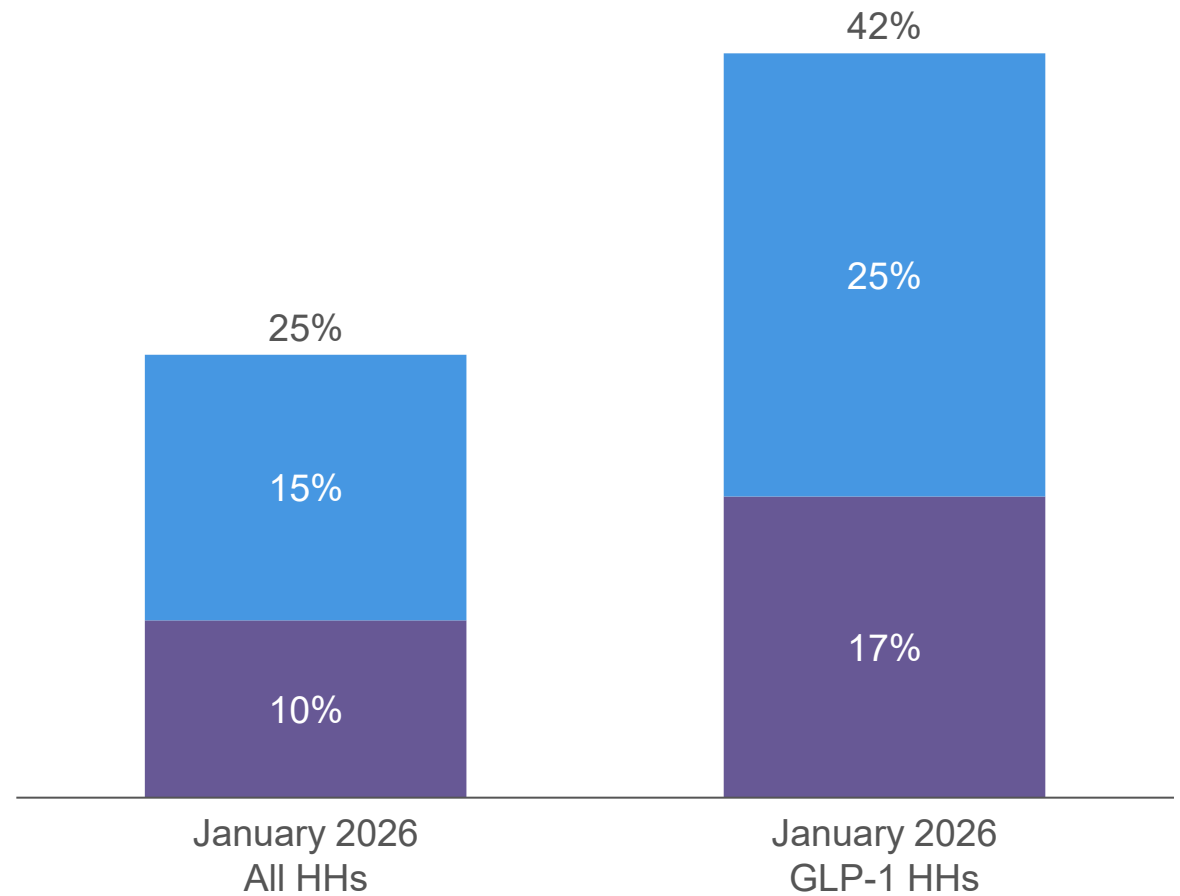
Source: NIQ, RMS, Powered By Product Insights, Total US, Meat Snacks, 52-Weeks Ending 3/28/2026



GLP-1 shopping is app aided

Use Third Party Scan Apps To Check Ingredients

■ Use regularly ■ Use occasionally



Source: NIQ, BASES Quick Question Omnibus Survey, n=1,000, May 2025 Vs. n=2,006, January 2026

Snacks that win a place in a GLP-1 basket are app influenced

GLP-1 shoppers are

**2.9x more
likely**

to use scanning apps when
deciding what snacks to buy



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

GLP-1 users want AI support

48%

of GLP-1 shoppers say they use AI to help with food and beverage product recommendations

(163 index to total respondents)

Source: NIQ, BASES Snacking Survey, n=2,007, 2026

Vetting is a core AI role for GLP-1 shoppers

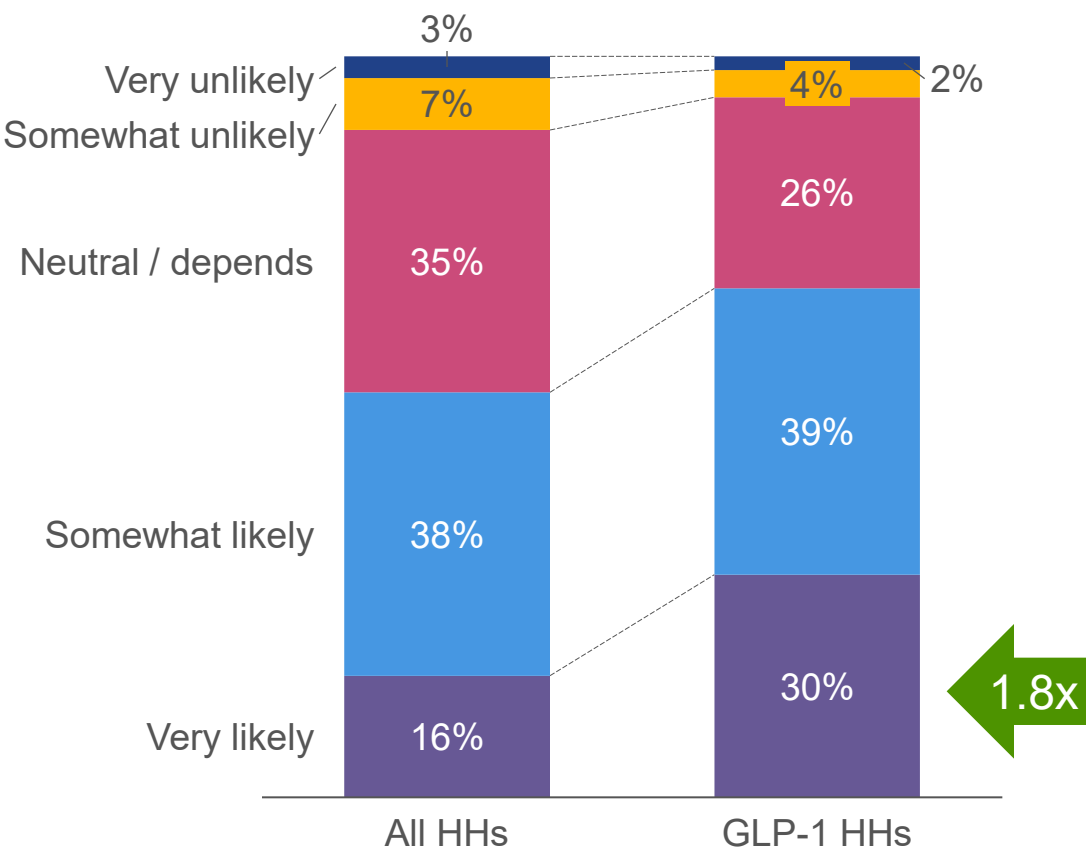
Most Important Factors In AI F&B Recommendations
GLP-1 Shoppers Indexed To Total Respondents



Source: NIQ, BASES Snacking Survey, n=2,009, 2026

AI impacts GLP-1 user product choice more

Likelihood Of Choosing An Unfamiliar AI-Recommended Food Or Beverage That Meets Health / Nutrition Goals

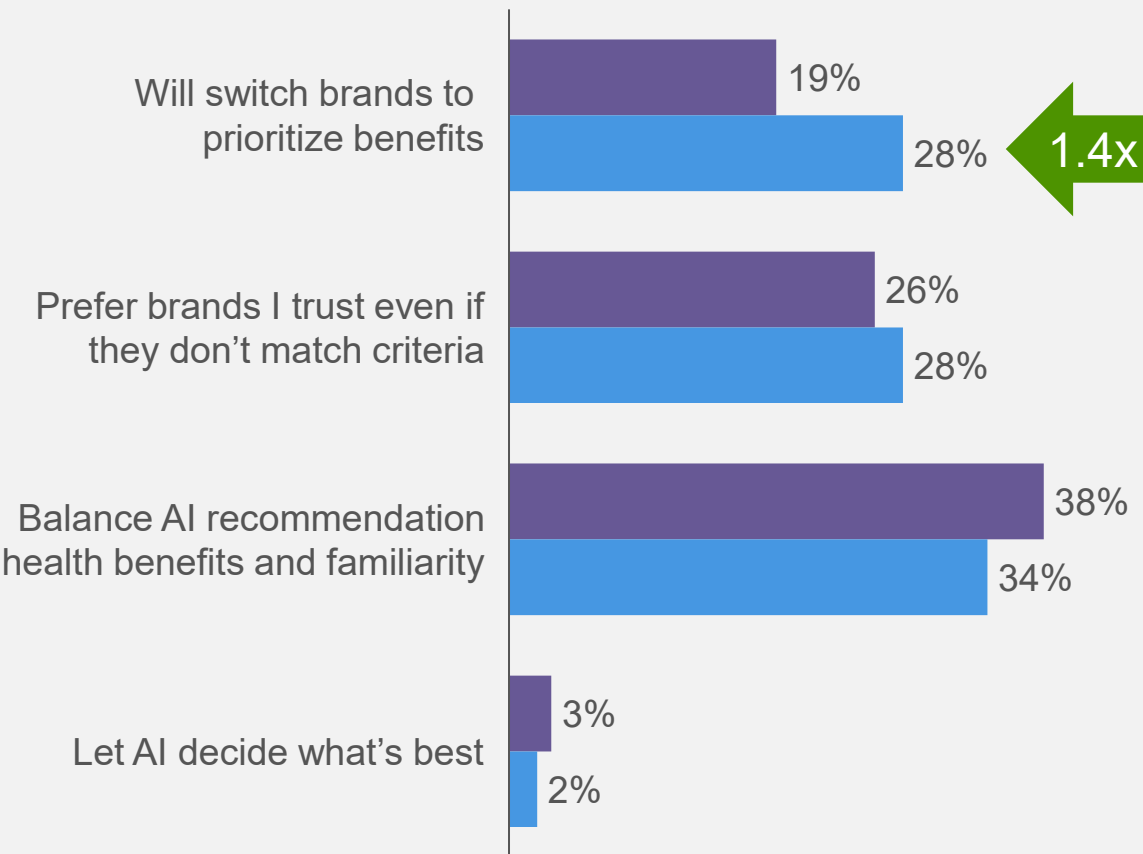


GLP-1 users are less loyal to brands with AI

Trade-Offs When Shopping With Artificial Intelligence

Among Those Who Use AI To Help With Food & Beverage Shopping

All HHs GLP-1 HHs



Source: NIQ, BASES Snacking Survey, n=2,009, 2026

GLP-1 users want AI to help them find better products, not save money

GLP-1 users want more AI focus on...



Recommending new products that fit needs better

135

index



Meeting specific nutritional targets (i.e., grams of protein per day)

126

index



Staying within budget / meeting spending goals

76

index

Source: NIQ, BASES Snacking Survey, n=2,009, 2026

GLP-1
shoppers
granted
permission



The protein paradox



**Protein is
important...**



**...but we don't know
if we are getting
enough of it...**



**...and we don't
feel confident
identifying it**

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

Despite this, shoppers want more

60%

of consumers say they are
making an intentional effort
to consume more protein
every day



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



“Protein” alone is a powerful word

Bought A Product Just Because Package Said “Protein”

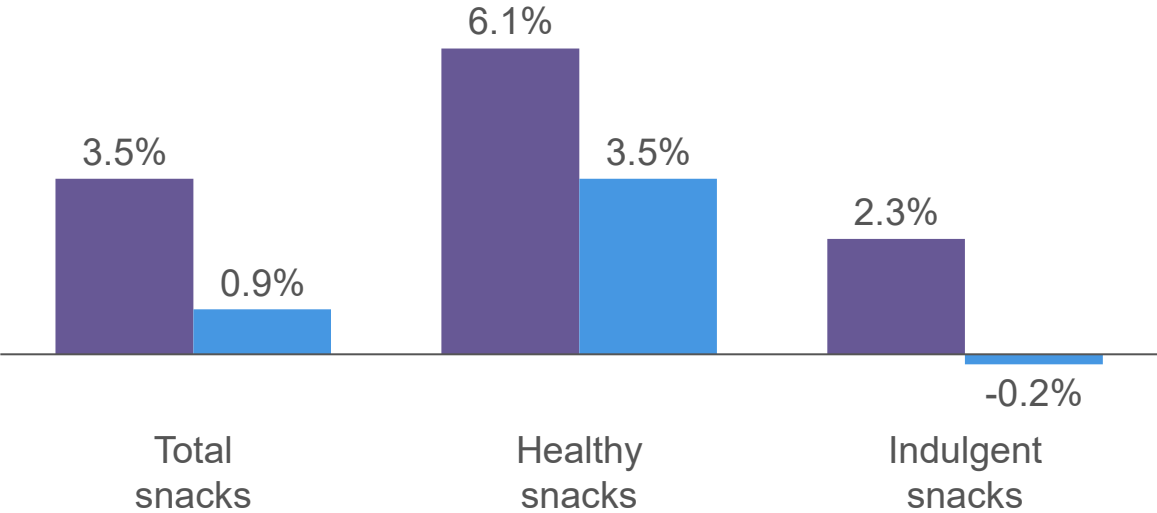


Source: NIQ, BASES Quick Question Protein Survey, n=1,020, 2025

Healthy is outpacing indulgent

Sales Performance

Dollar % Chg. Unit % Chg.

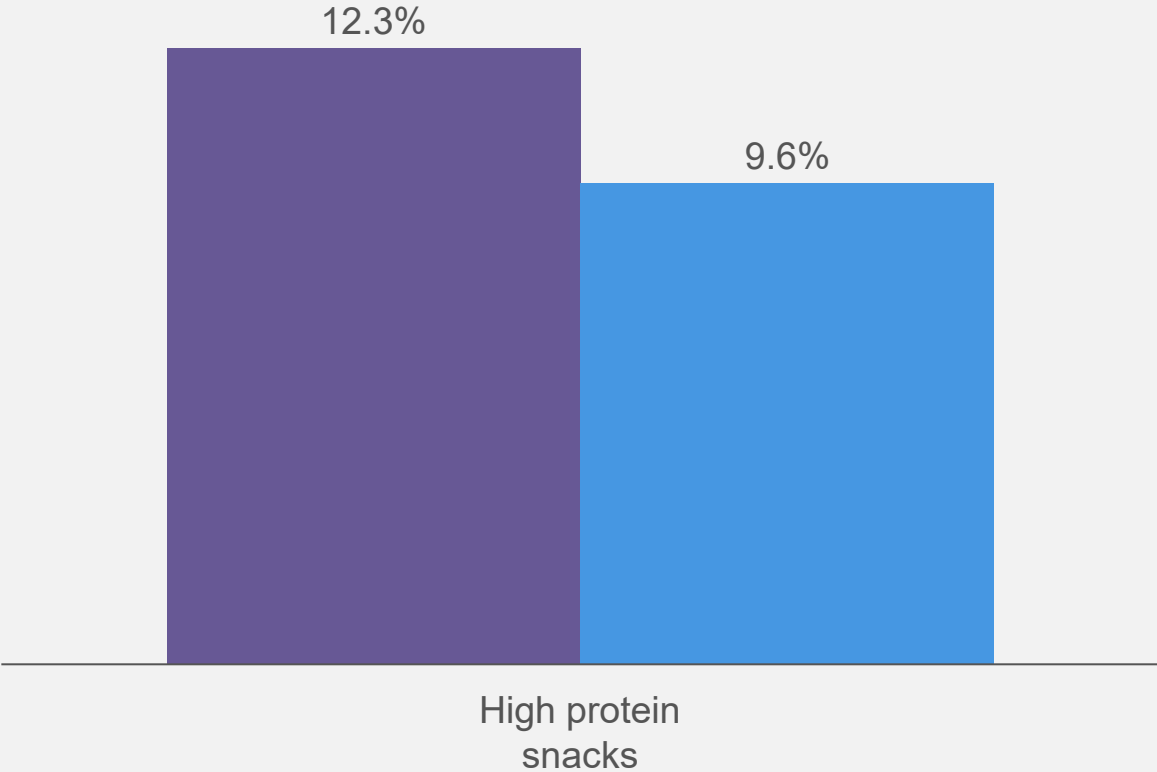


Source: NIQ, RMS, Total US Full View + Conv., 52-Weeks Ending 3/28/2026

High protein snacking is growing even faster

Sales Performance

Dollar % Chg. Unit % Chg.



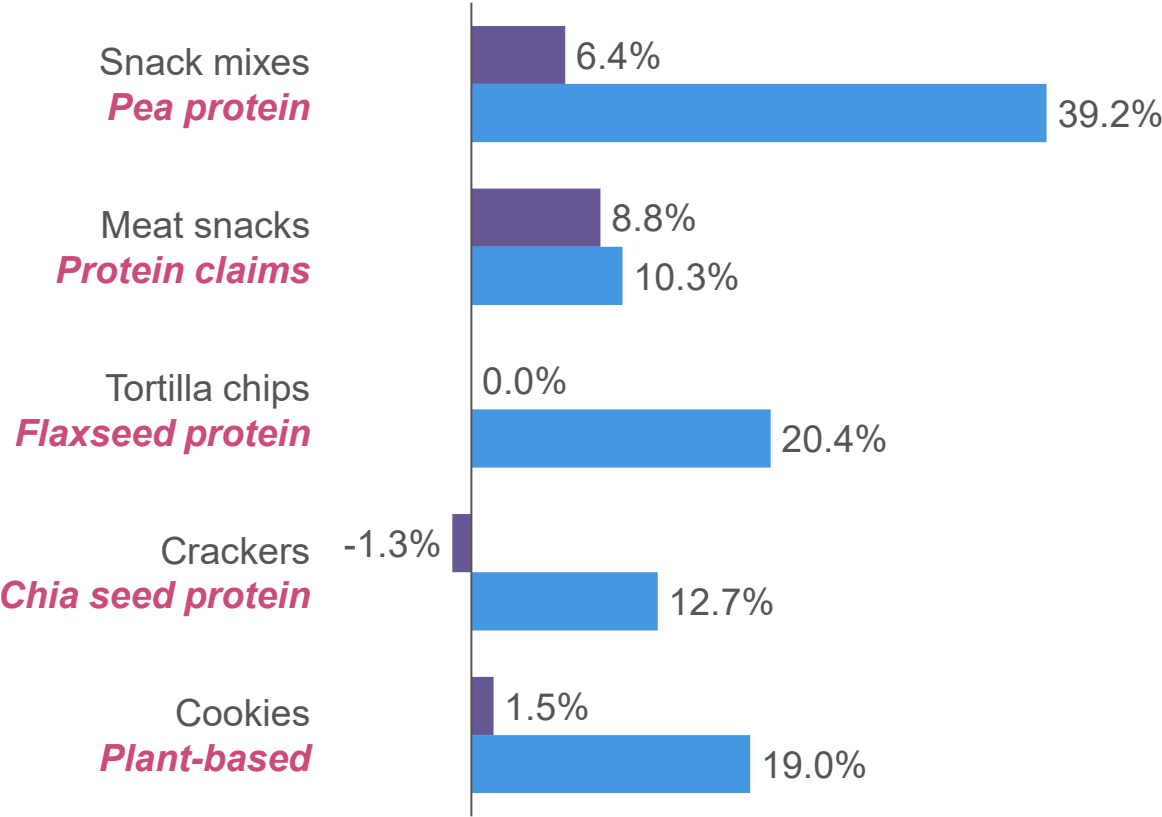
Source: NIQ, RMS, Powered By Product Insights, Stated Claims, Total US Full View + Conv., 52-Weeks Ending 3/28/2026



Protein claims matter to shoppers

Dollar Sales % Change Based On Package Claims

Total category Category with claim



Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 3/28/2026



**The search for
protein, is more
than a search
for protein**

Sometimes the search is for protein, and the presence of something else

78%

of shoppers are seeking
secondary claims in
addition to “protein”

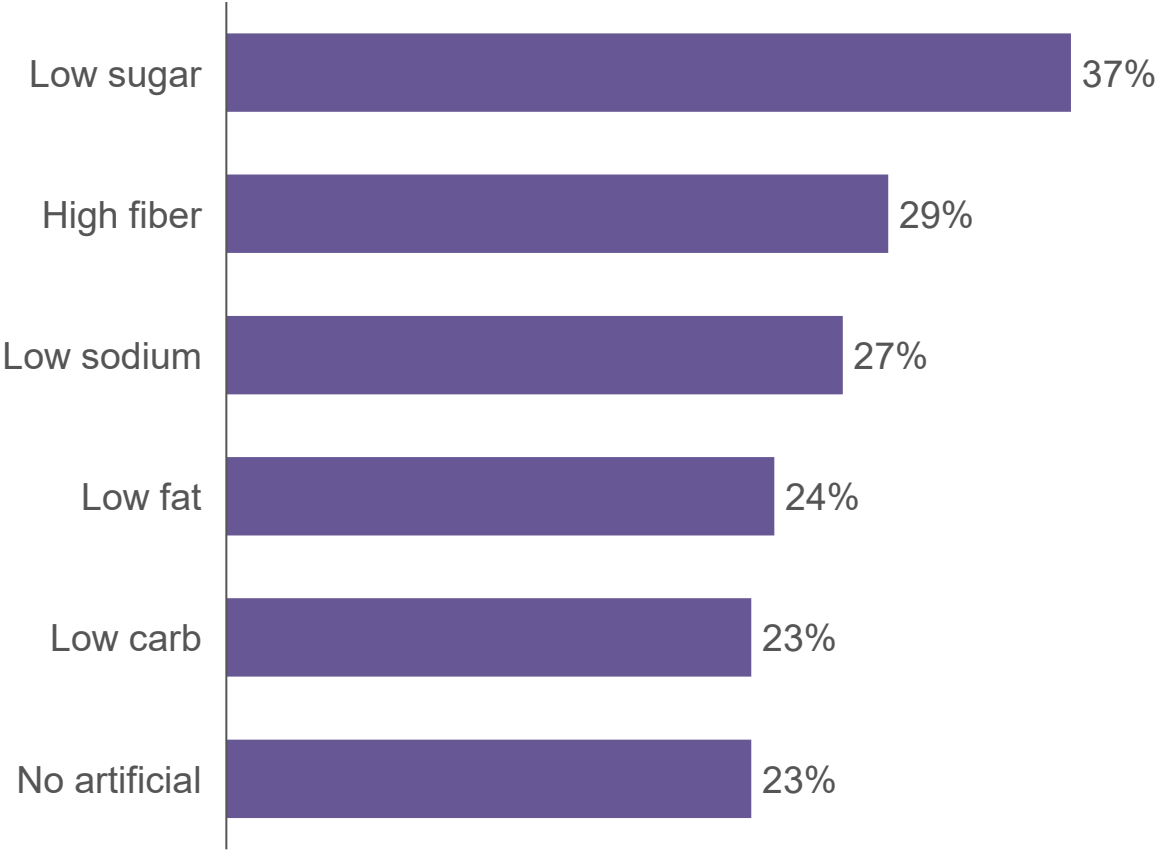


Source: NIQ, BASES Quick Question Protein Survey, n=1,020, 2025



Shoppers are looking for protein and beyond

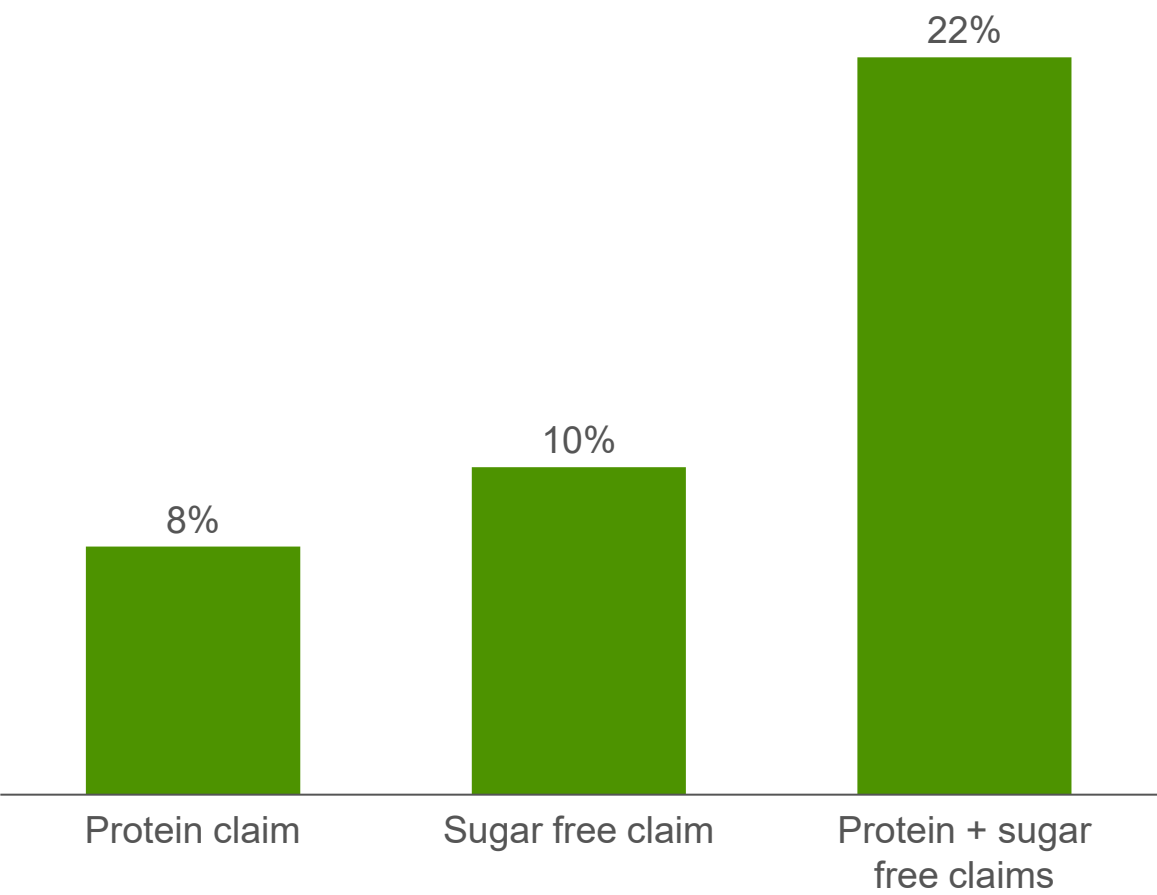
Most-Desired Secondary Characteristics In High-Protein Products



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

Stack intentionally to drive growth

Food & Beverage Dollar Sales Performance

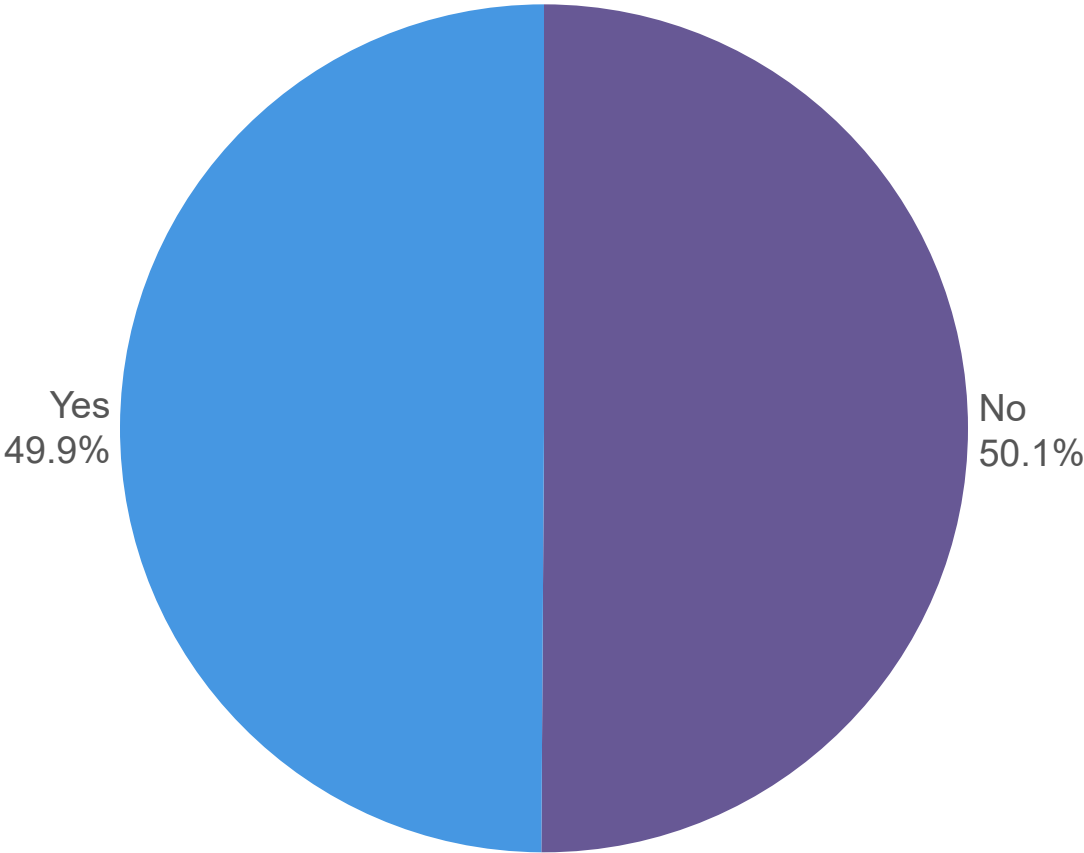


Source: NIQ, RMS, Powered By Product Insights, Stated FDA Protein Claims, Total US Full View, 52-Weeks Ending 3/21/2026



Consumers are split on fiber intake

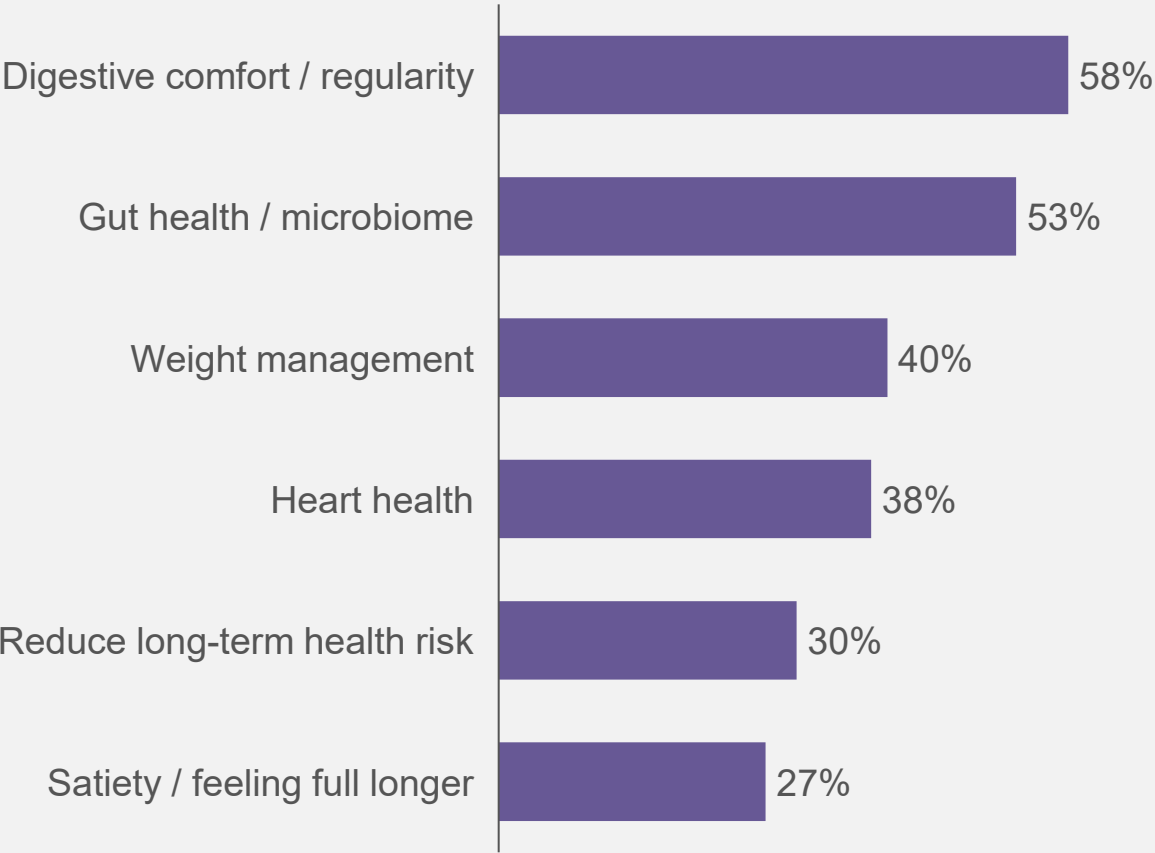
Actively Trying To Increase Daily Fiber Intake



Source: NIQ, BASES Quick Question Fiber Survey, n=2,029, 2026

Digestion & gut health are leading motivators

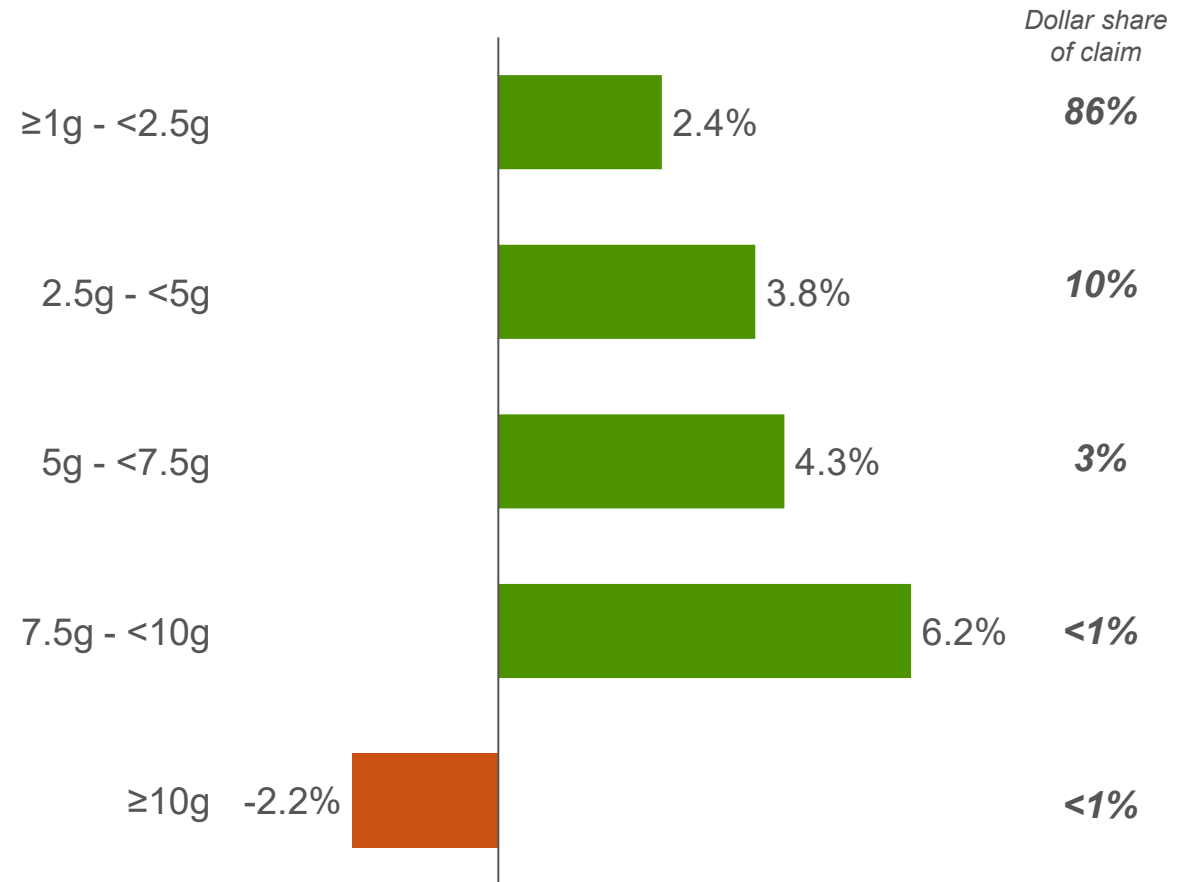
Leading Reasons For Increased Fiber Consumption





Most snacks have under 2.5 grams / serving

Snack Dollar Performance, Grams Of Fiber Per Serving

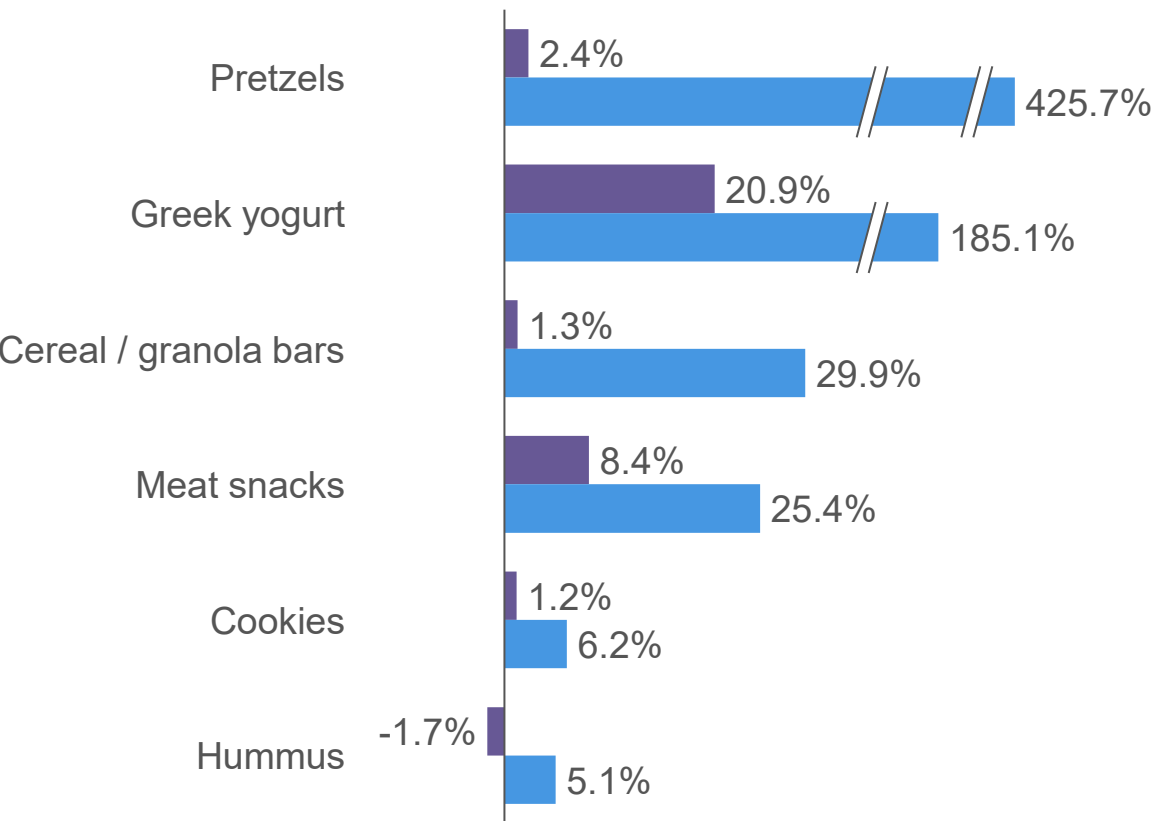


Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 3/28/2026

Fiber is taking off across snacking

Dollar Sales % Change Based On Package Claims

■ Total category ■ Category with fiber claim



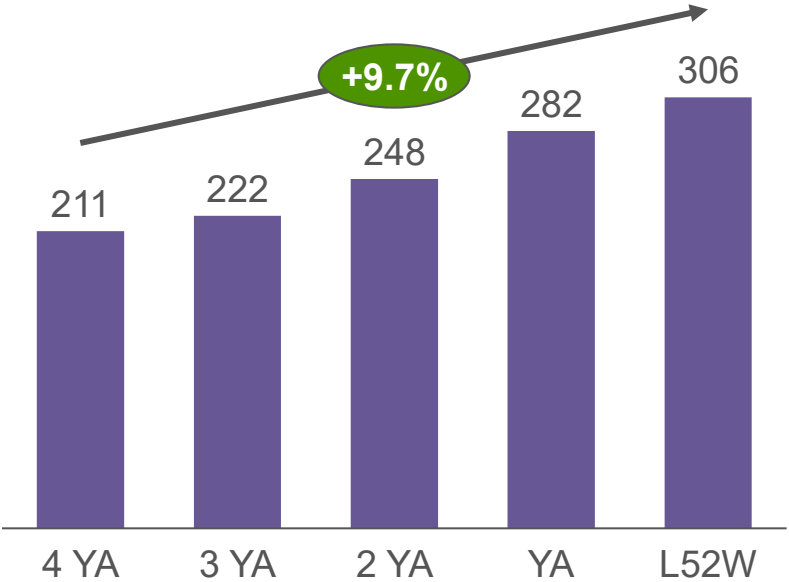
Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 3/28/2026



Fiber is front and center in the functional beverage boom



Beverage UPCs Selling, Fiber Claims



+85% Dollar growth in beverages with fiber claims

Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 5/16/2026

Yes,
beverages are
snacks



Consumers think of beverages as snacks; food brands need to catch up

32%

of shoppers say they
consider beverages as a
snack

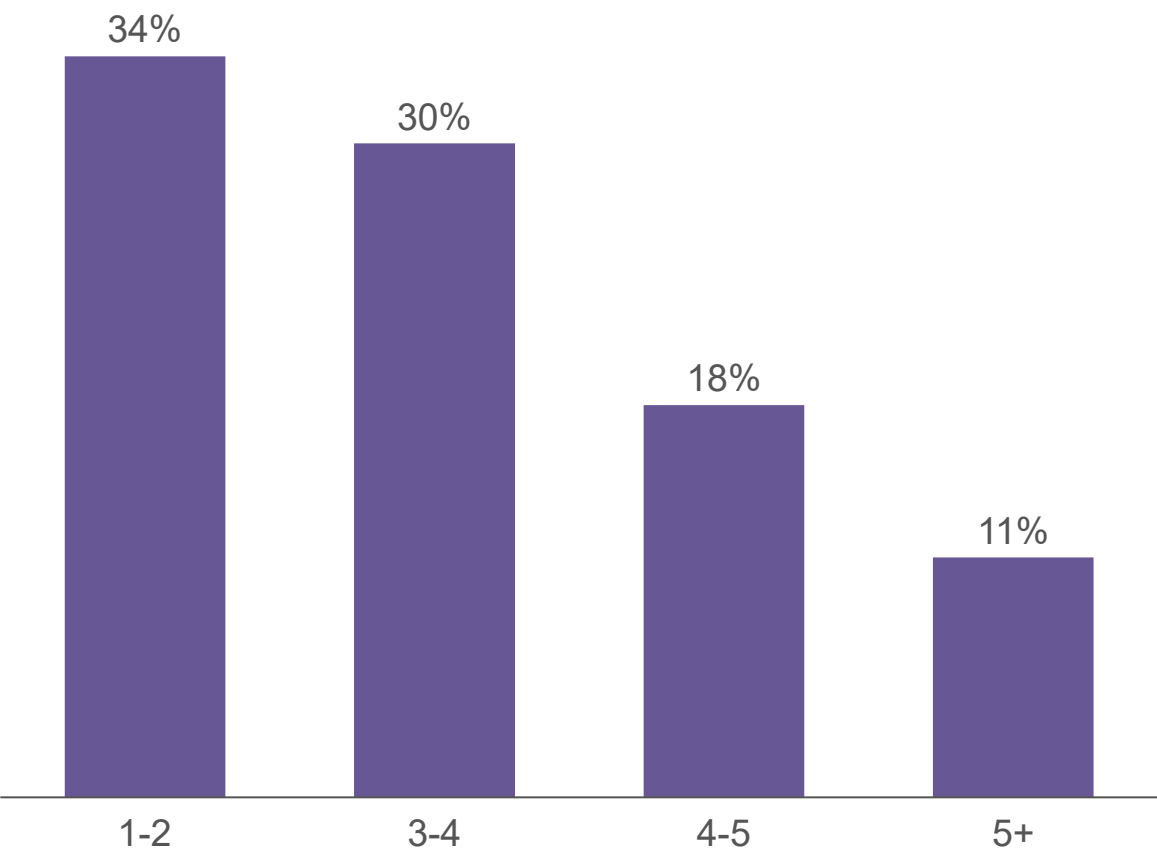


Source: NIQ, BASES Snacking Survey, n=2,024, 2026

93% are replacing some food snacks*

Beverages Consumed Weekly Instead Of A Food Snack

Among Those Who Consider Beverages As Snacks



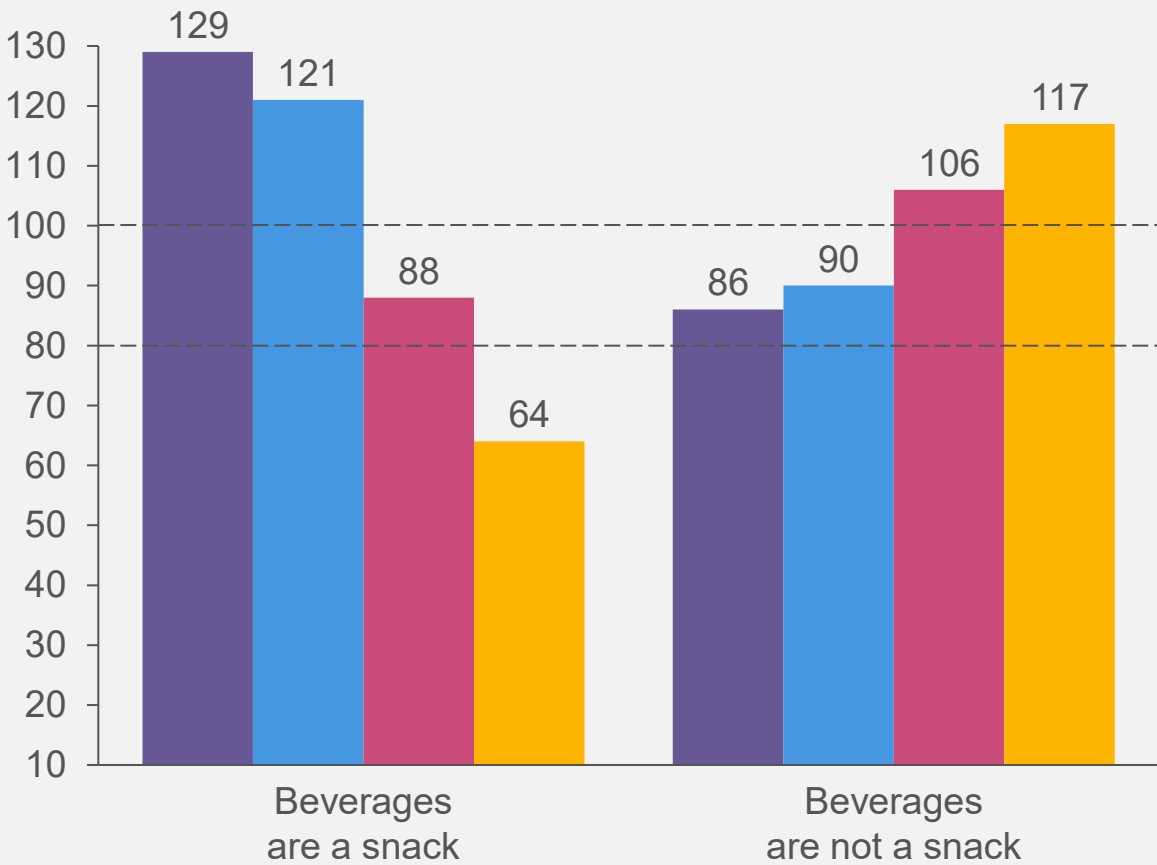
Source: NIQ, BASES Snacking Survey, n=2,024, 2026
Notes: *Among those who consider beverages to be snacks

This trend isn't going away

Consider Beverages A Snack, By Generation

Indexed To Total Respondents

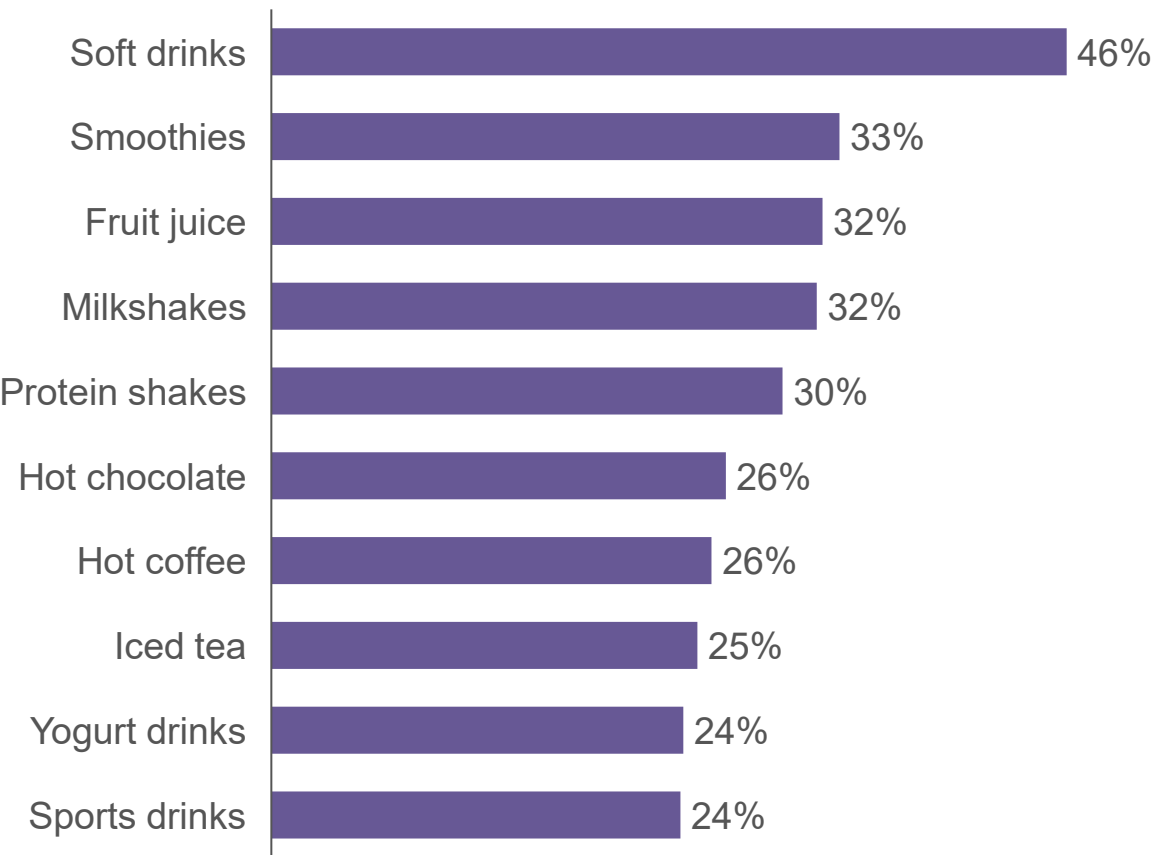
Gen Z Millennial Gen X Boomer



Soft drinks are the most snackable beverage

Favorite Snackable Beverages

Among Those Who Consider Beverages As Snacks



Source: NIQ, BASES Snacking Survey, n=2,009, 2026



Gen Z has the broadest definition of what a snackable beverage is

Gen Z Snackable Beverages, Select Examples

Among Those Who Consider Beverages As Snacks, Gen Z Indexed To Total Respondents



Mocktails
239 Index



Bubble Tea
205 Index



Cold Pressed Juice
174 Index



Fz. Blended Coffee
160 Index



Functional Water
140 Index



Prebiotic Soft Drinks
138 Index



Arnold Palmer
126 Index

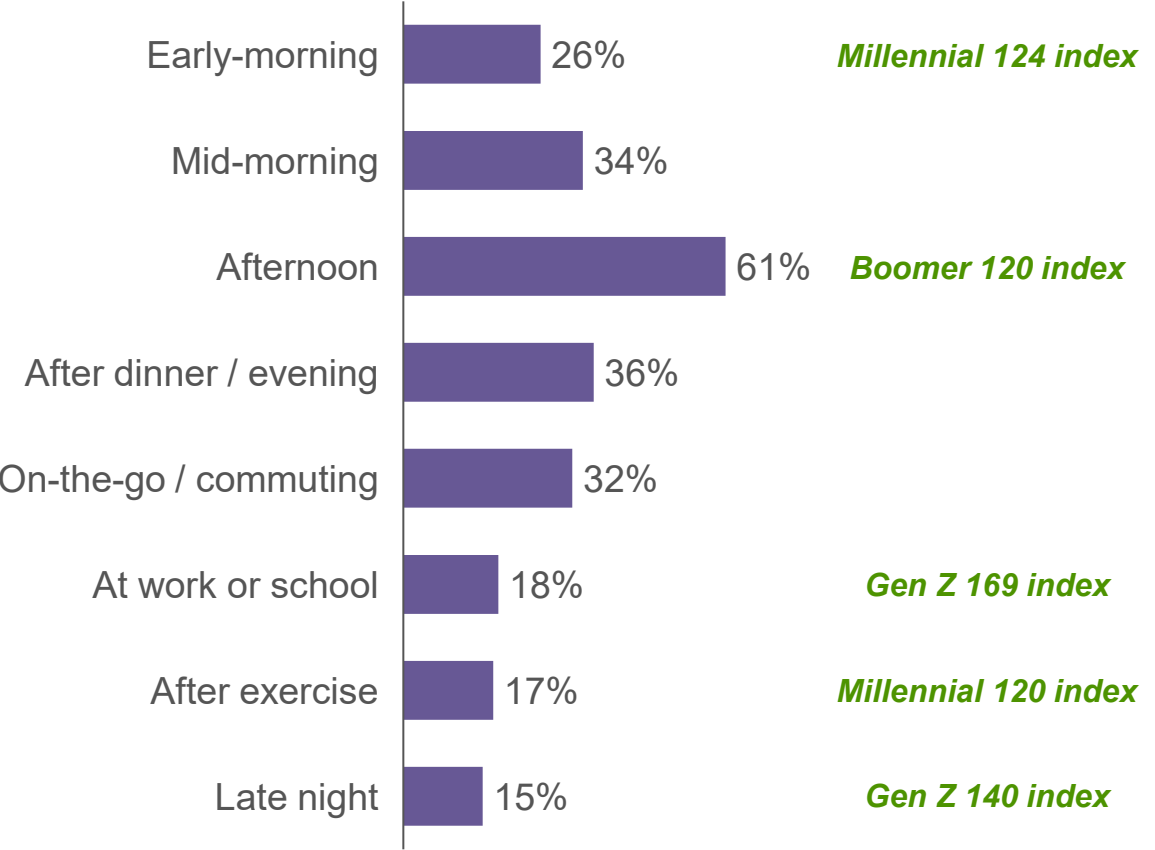
Source: NIQ, BASES Snacking Survey, n=2,009, 2026



Dayparts do not constrain beverage snacking

Daypart When Beverages Used As A Snack

Among Those Who Consider Beverages As Snacks



Source: NIQ, BASES Snacking Survey, n=2,009, 2026

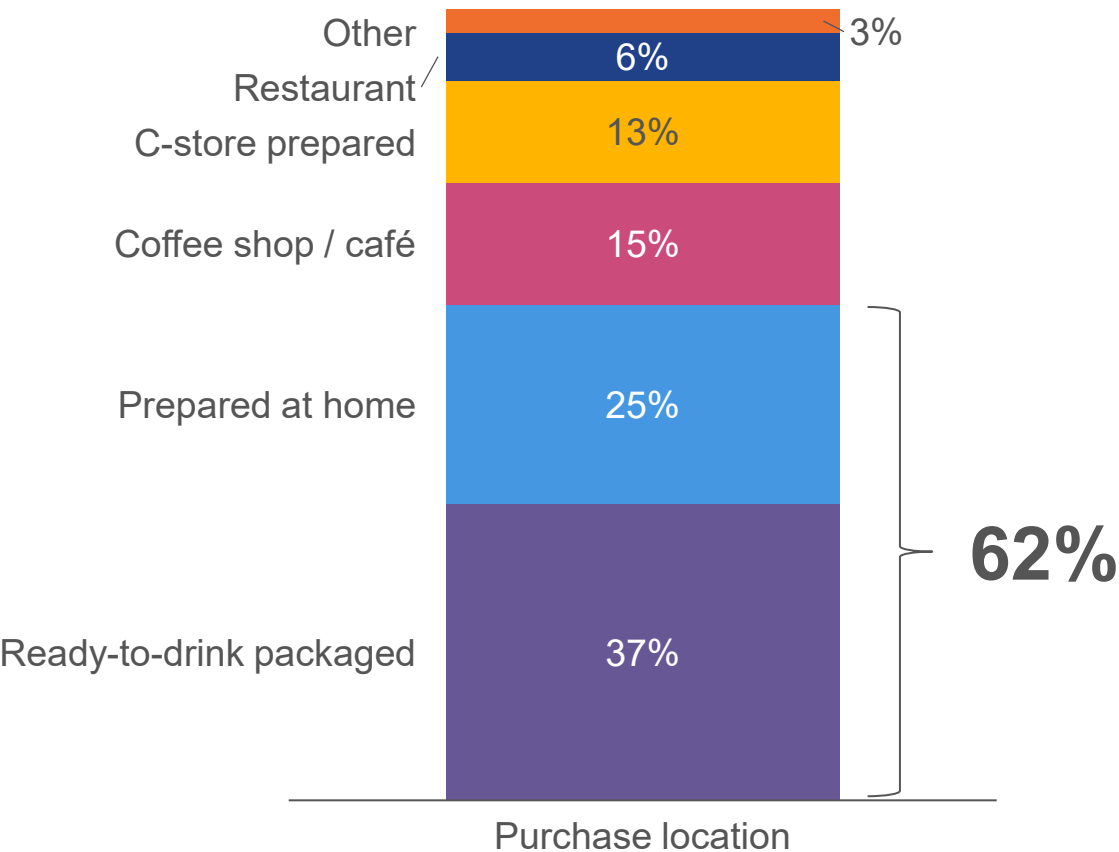
A photograph of a modern cafe interior. On the left, a long, dark leather-upholstered booth runs along a wall with vertical wood slats. In front of the booth are several round wooden tables. To the right, more tables and wooden chairs are visible, leading towards a large glass window that looks out onto a street. The lighting is warm and ambient.

Away from home is not the biggest competition

Most snackable beverages are CPG-sourced

Snackable Beverage Purchase Location

Among Those Who Consider Beverages As Snacks

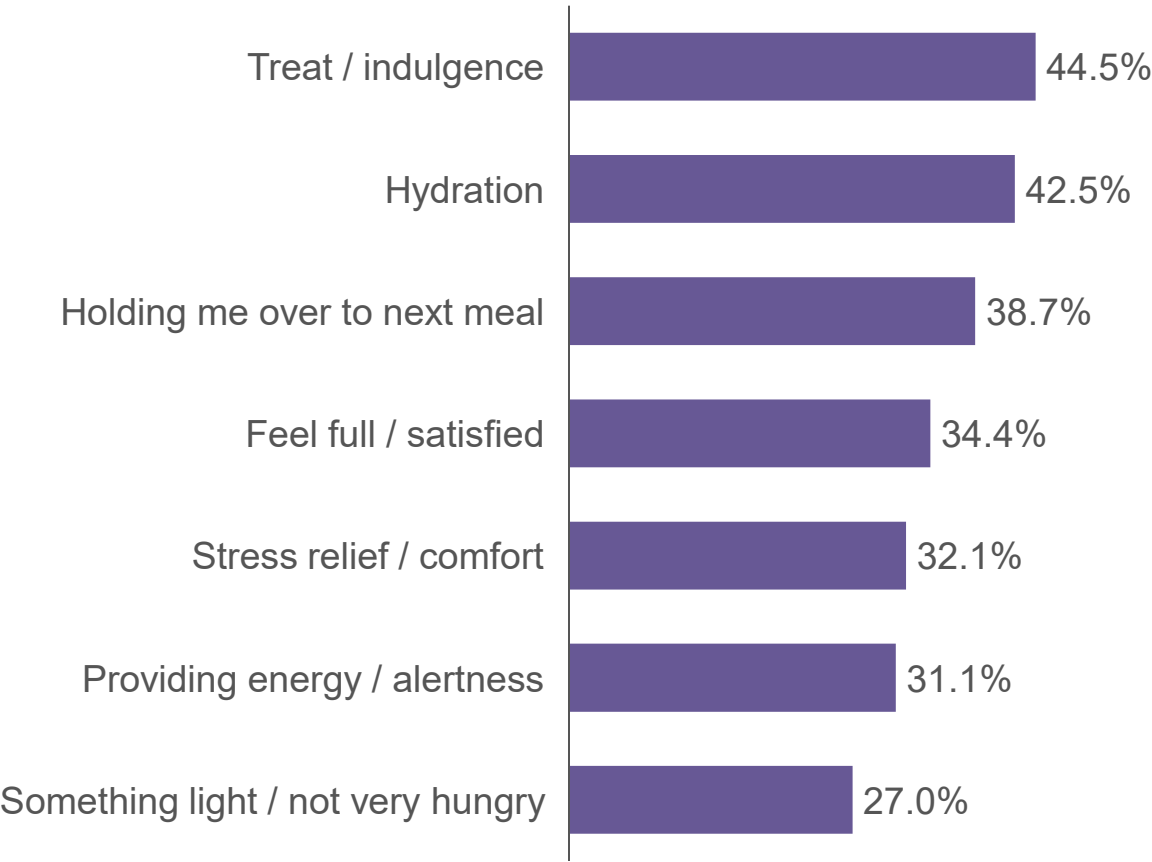


Source: NIQ, BASES Snacking Survey, n=2,009, 2026



Snackable beverages play a treating role

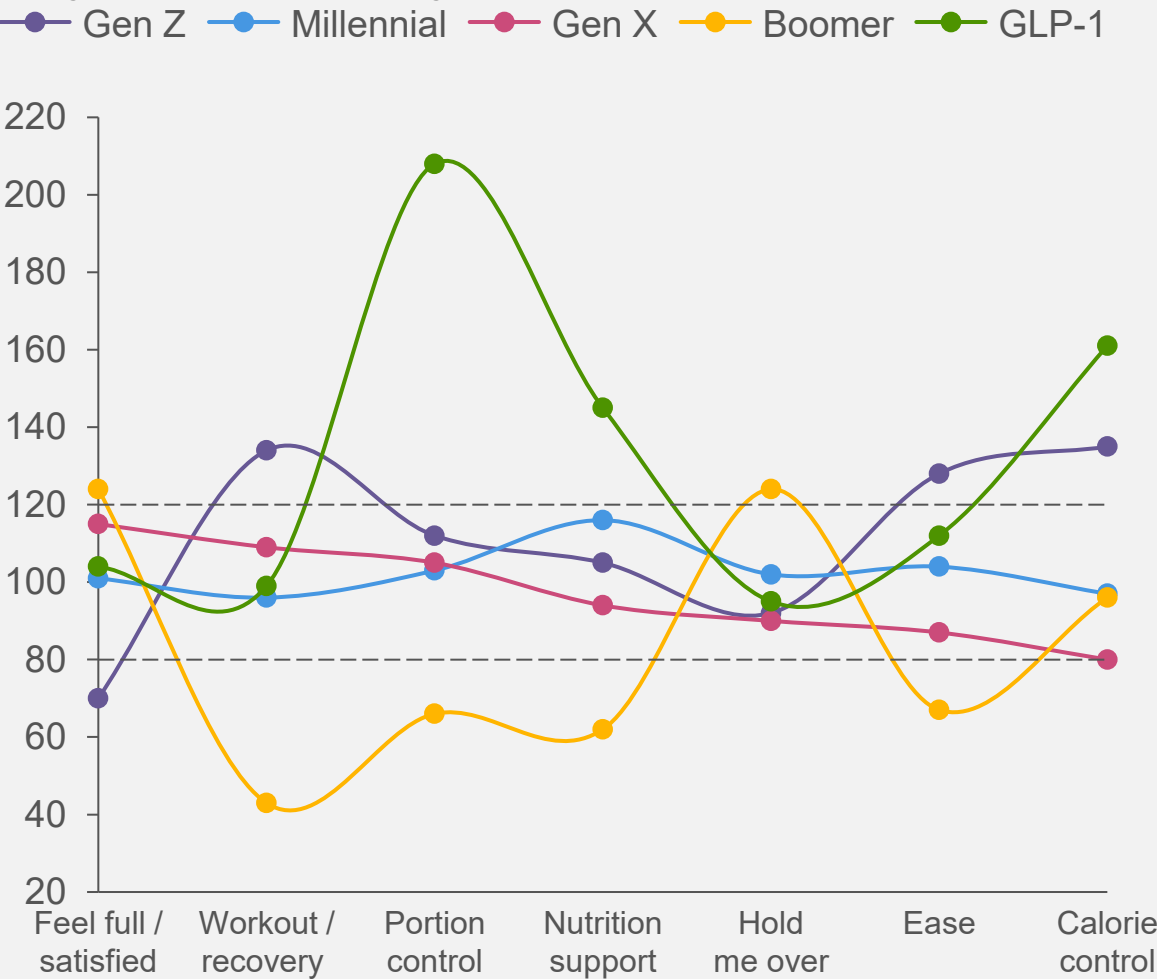
Role A Beverage Snack Plays
Among Those Who Consider Beverages As Snacks



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Snackable beverages have many jobs to do

Role A Beverage Snack Plays, By Generation & GLP-1
Among Those Who Consider Beverages As Snacks

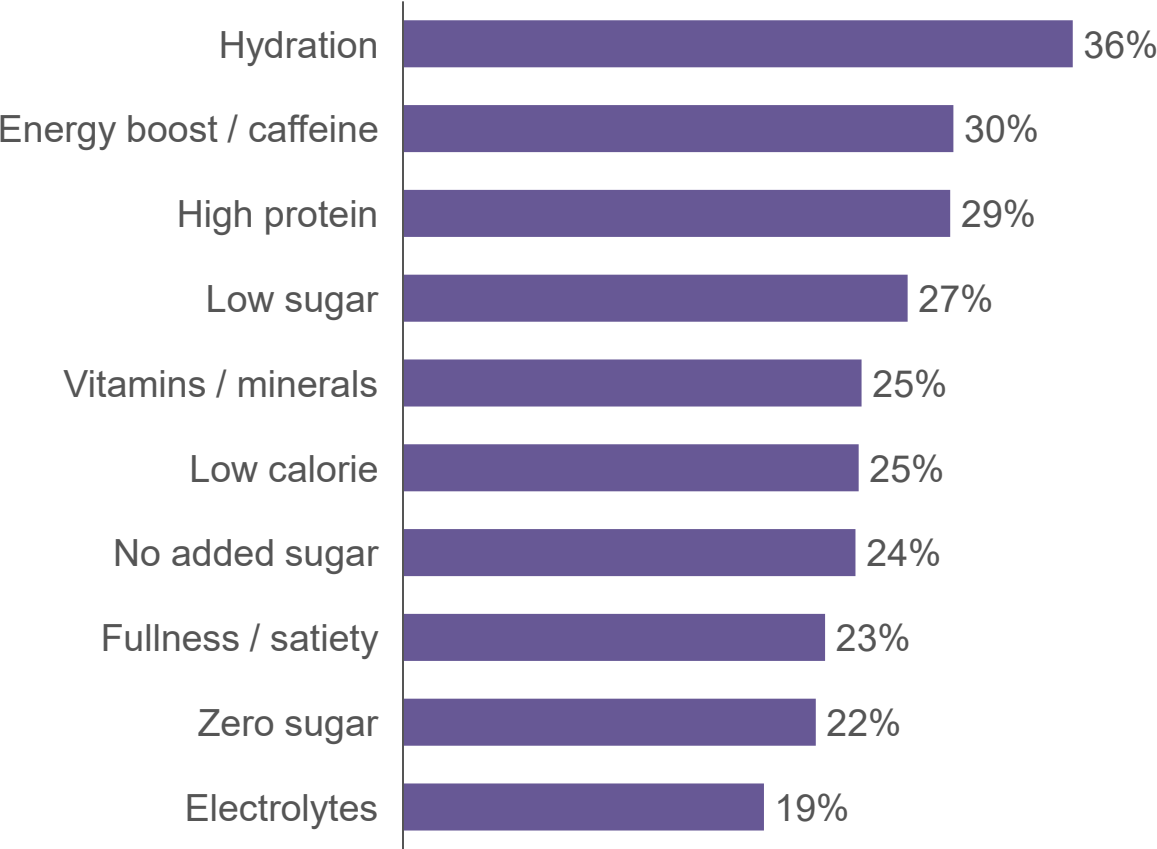




Hydration, energy, & protein drive choice

Important Factors When Choosing Beverage Snacks

Among Those Who Consider Beverages As Snacks



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Emerging benefits are leading consumers to snackable beverages

Emerging Factors When Choosing Beverage Snacks

Among Those Who Consider Beverages As Snacks



16%
Stress / mood support



15%
Pre / probiotics



13%
Focus / mental clarity



12%
Immune support



7%
Collagen



5%
Sleep support



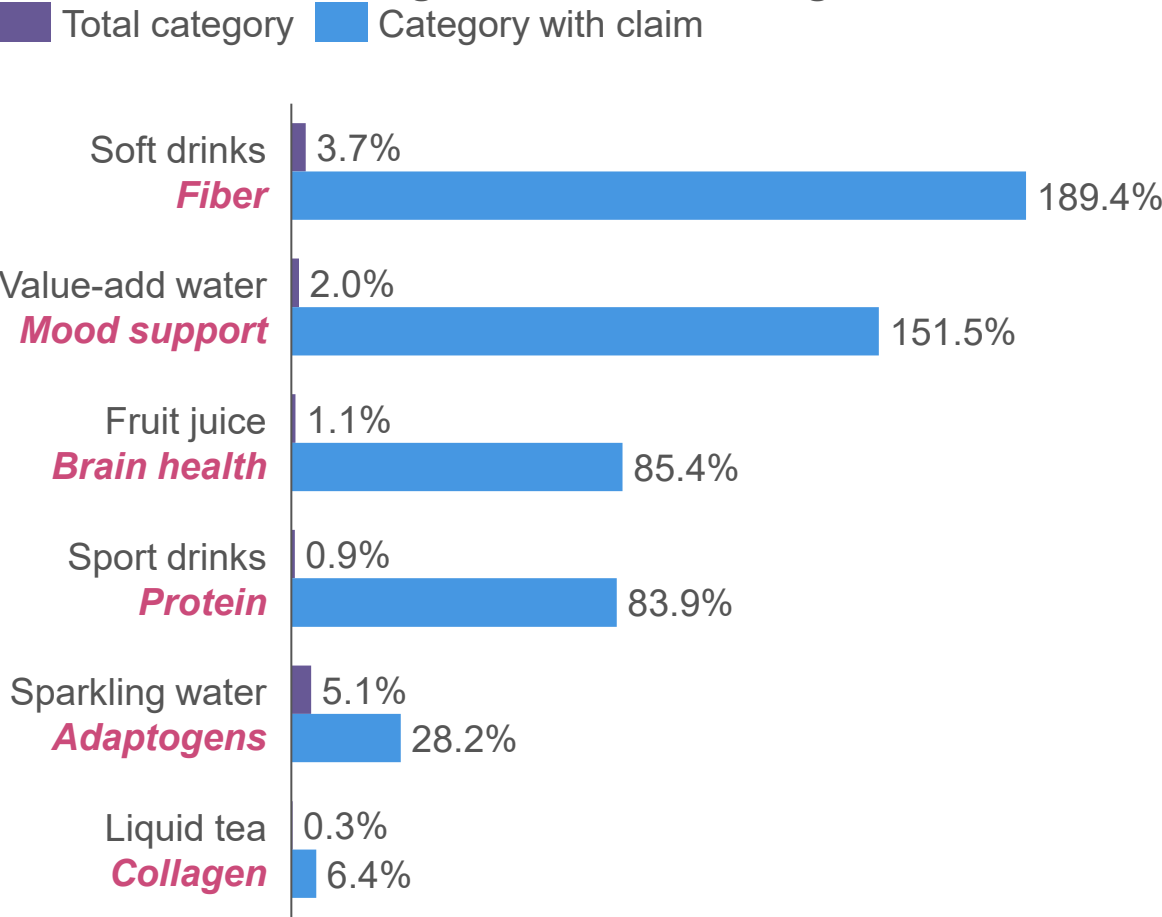
4%
Adaptogens

Source: NIQ, BASES Snacking Survey, n=2,009, 2026



Functional claims matter to shoppers

Dollar Sales % Change Based On Package Claims

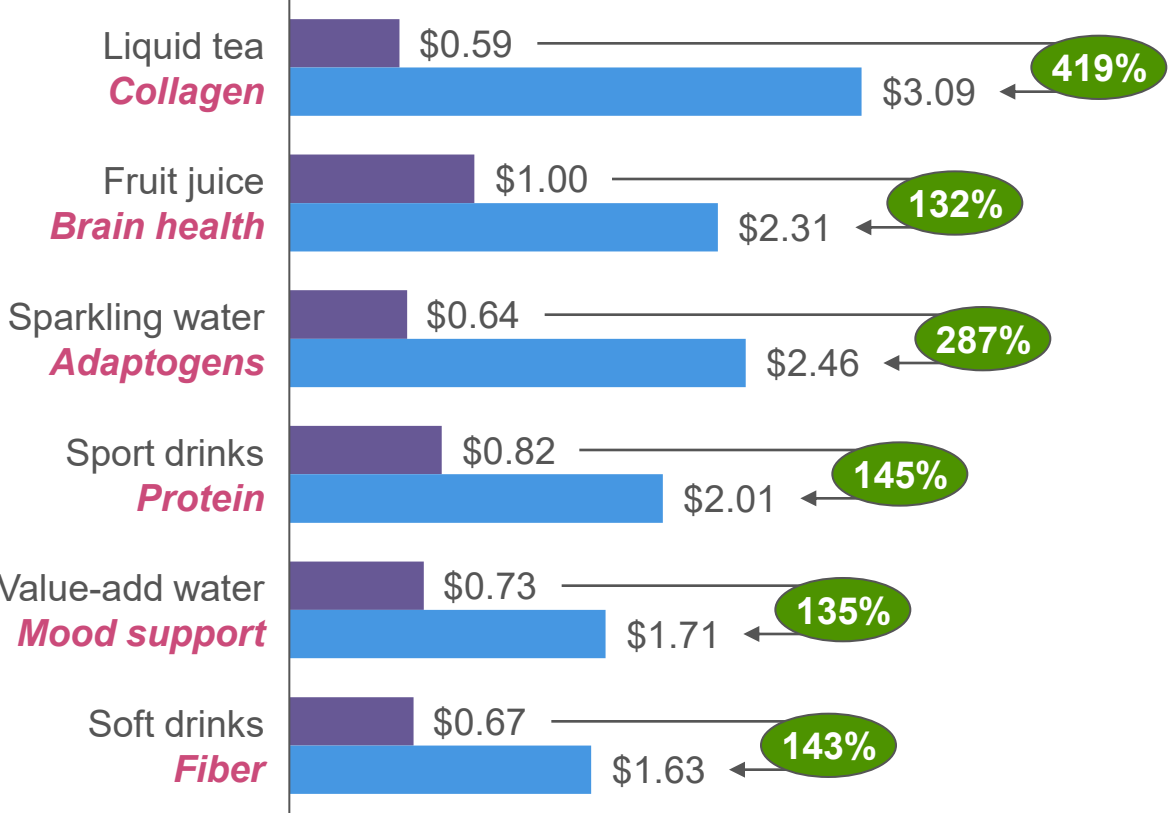


Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 5/16/2026

Claims like these command a premium

Price Comparison For 12 Ounces

■ Total category ■ Category with claim

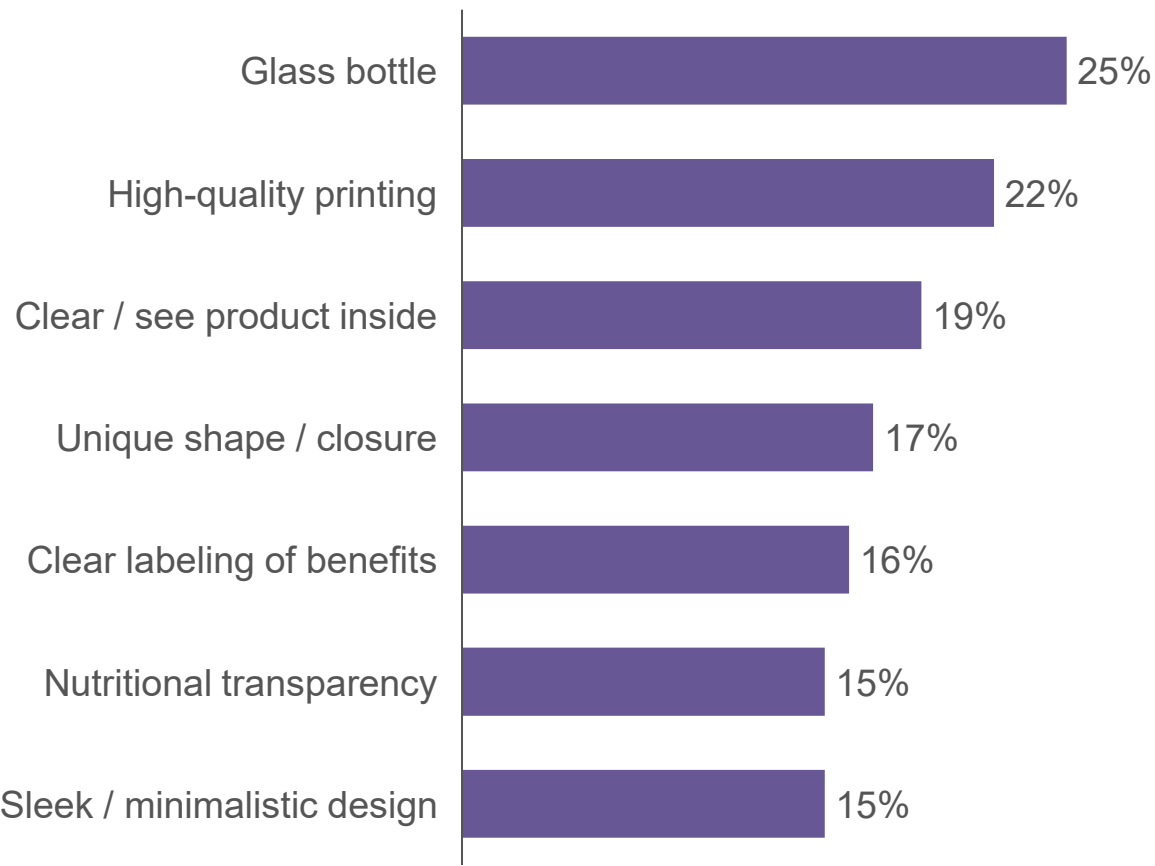


Source: NIQ, RMS, Powered By Product Insights, Total US Full View + Conv., 52-Weeks Ending 5/16/2026



Engineer the premium perception

Features That Make A Beverage Package Feel Premium

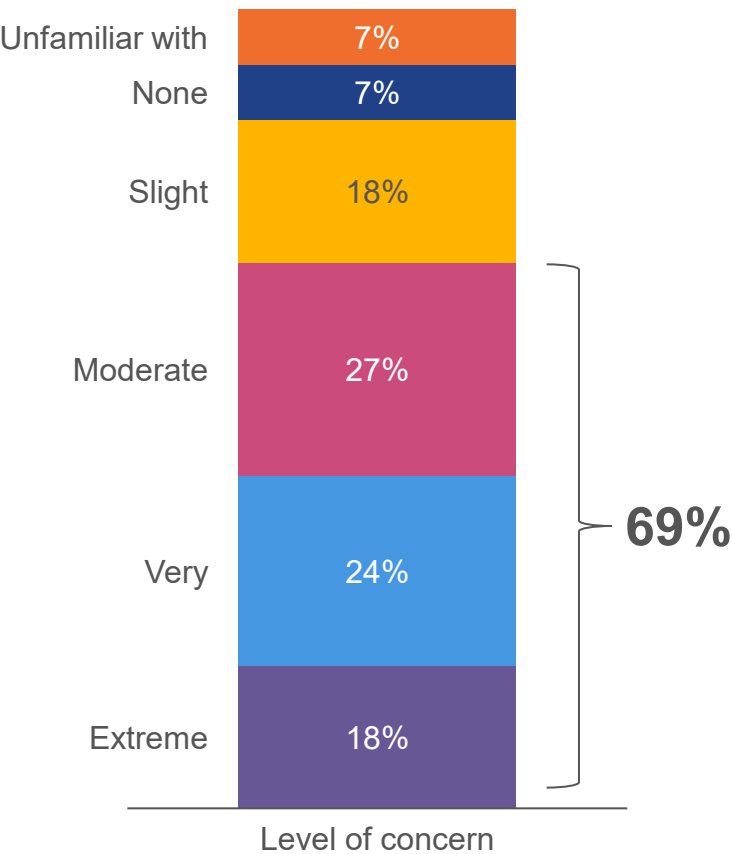


Source: NIQ, BASES Beverage Survey, n=1,006, September 2025

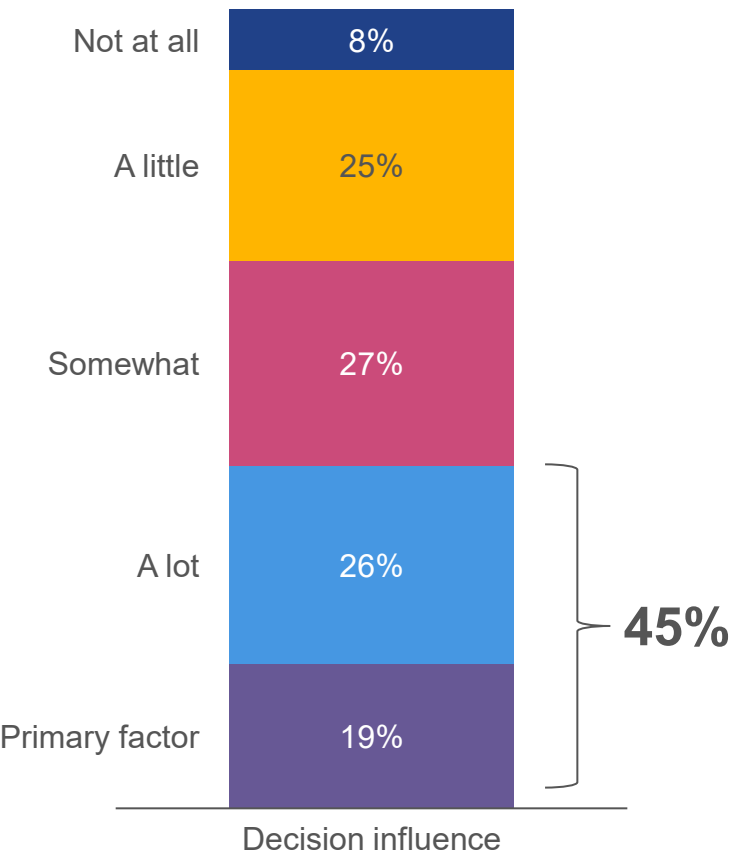


Beware the risk and opportunity of micro-plastics

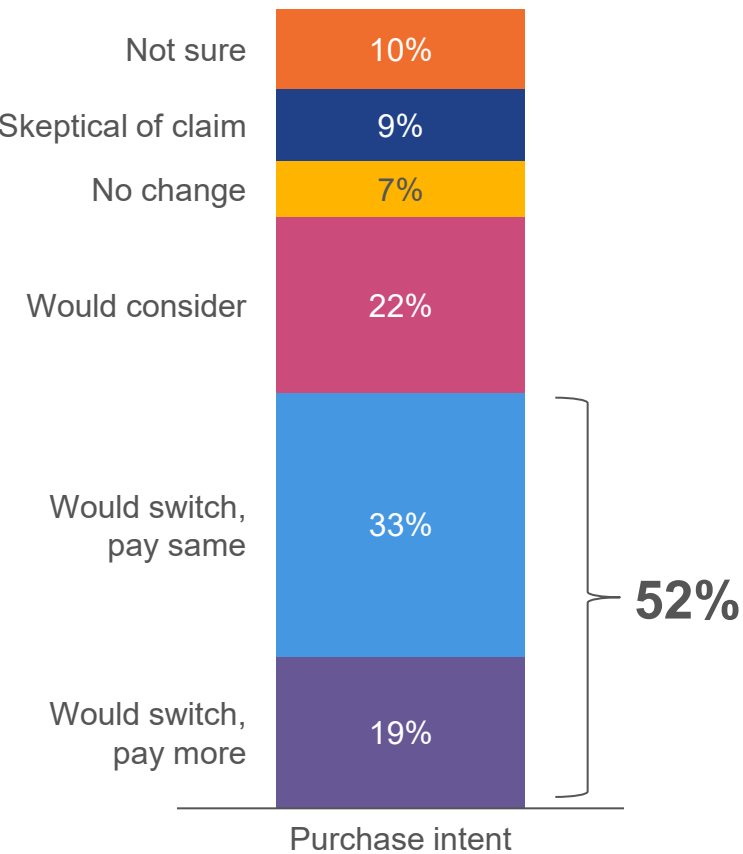
Level Of Concern With Microplastics



Extent That Microplastics Influence Choice
Among Those Concerned With Microplastics



“Microplastic-Free” Claim Purchase Intent



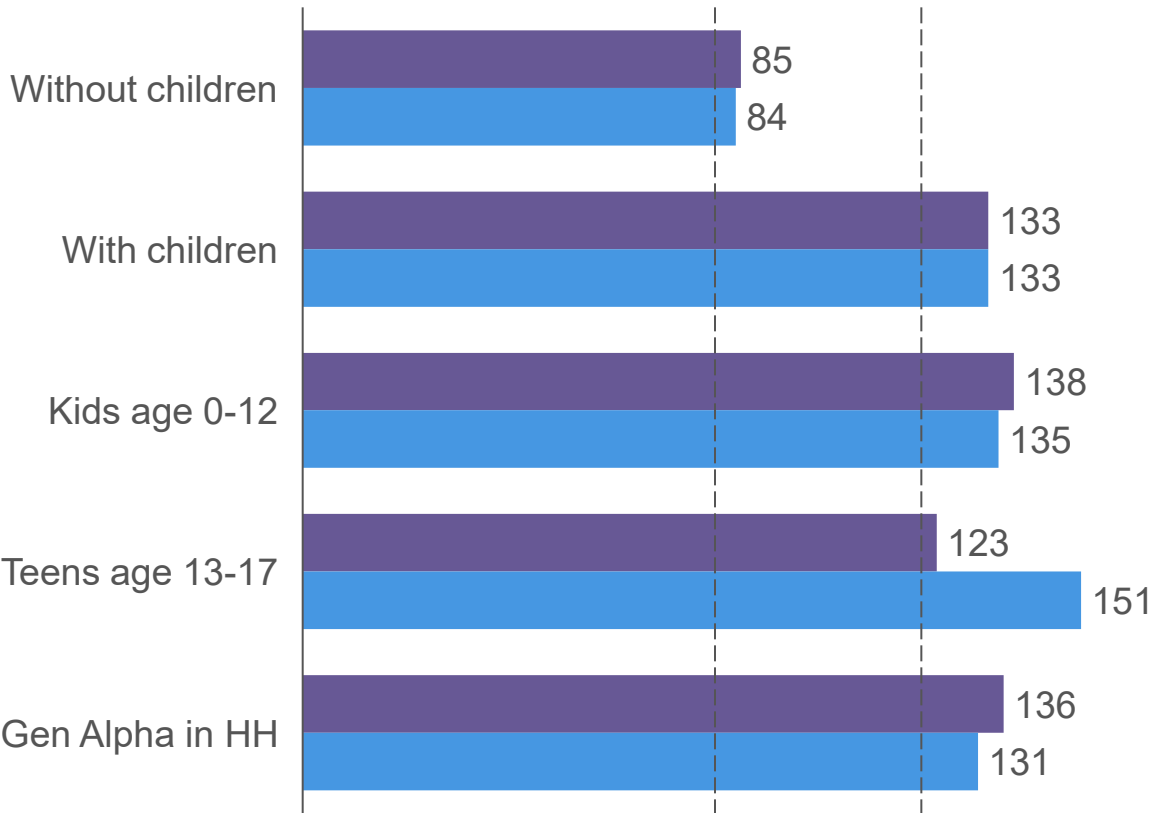
Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Parents are most-focused on micro-plastics

Micro-Plastic Decision Impact & Purchase Intent

Indexed To Total Respondents

Would switch, pay more^ Primary factor*



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Notes: ^Would switch to a product with "micro-plastic-free" claim and would be willing to pay more; *Among those with concern over microplastics



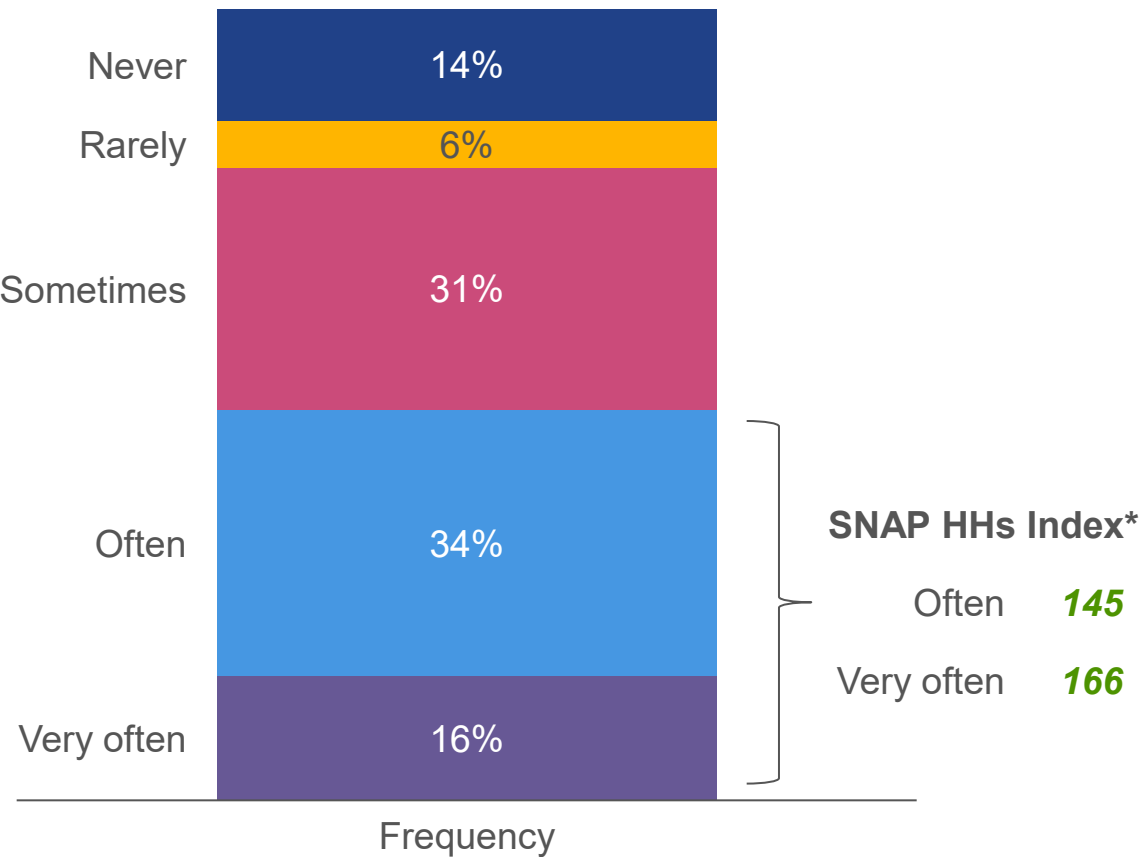
A photograph of two children, a boy and a girl, sitting back-to-back on a light-colored surface. The boy, on the left, has dark, curly hair and is wearing a blue and white checkered short-sleeved shirt. The girl, on the right, has long, straight black hair and is wearing a white long-sleeved shirt. Both children are looking down at their smartphones, which they are holding in their hands. The background is a plain, light-colored wall.

Gen Alpha will expect even more

Gen Alpha is growing up on healthier snacks

Choose Snacks That Appear Indulgent, But Are Healthy

Among HHs With Gen Alpha Children Present



Source: NIQ, BASES Snacking Survey, n=2,024, 2026
Notes: *Among SNAP households that also have a Gen Alpha child present

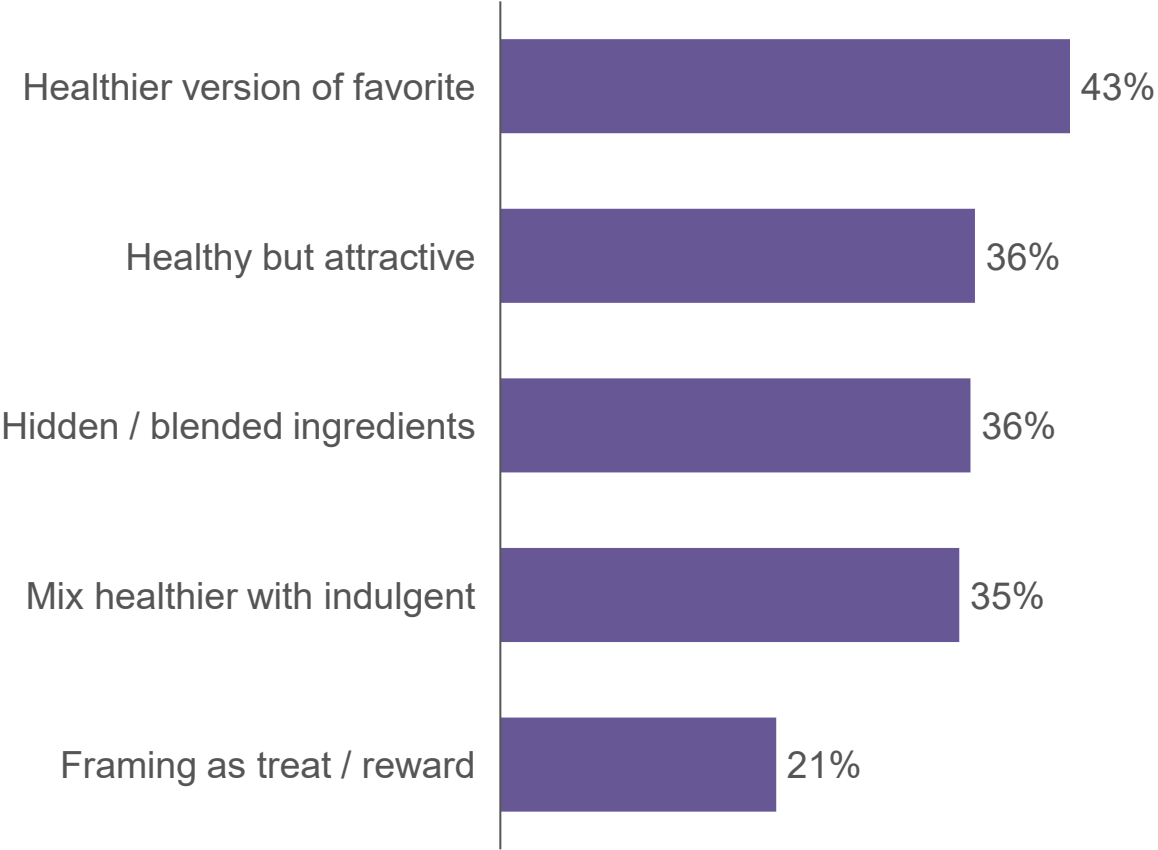




Their parents are getting creative

Strategies To Make Healthier Snacks Appealing To Child

Among HHs With Gen Alpha Children Present



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

Parents are using apps to verify snack choices

Gen Alpha's parents are

2.0x more likely

to be using scanning apps when making snack purchase decisions

Source: NIQ, BASES Snacking Survey, n=2,024, 2026

They are prioritizing higher scores

Lowest Scan App Store On Snacks, Point Difference
Among HHs With Gen Alpha Children Present Vs. Total All Respondents

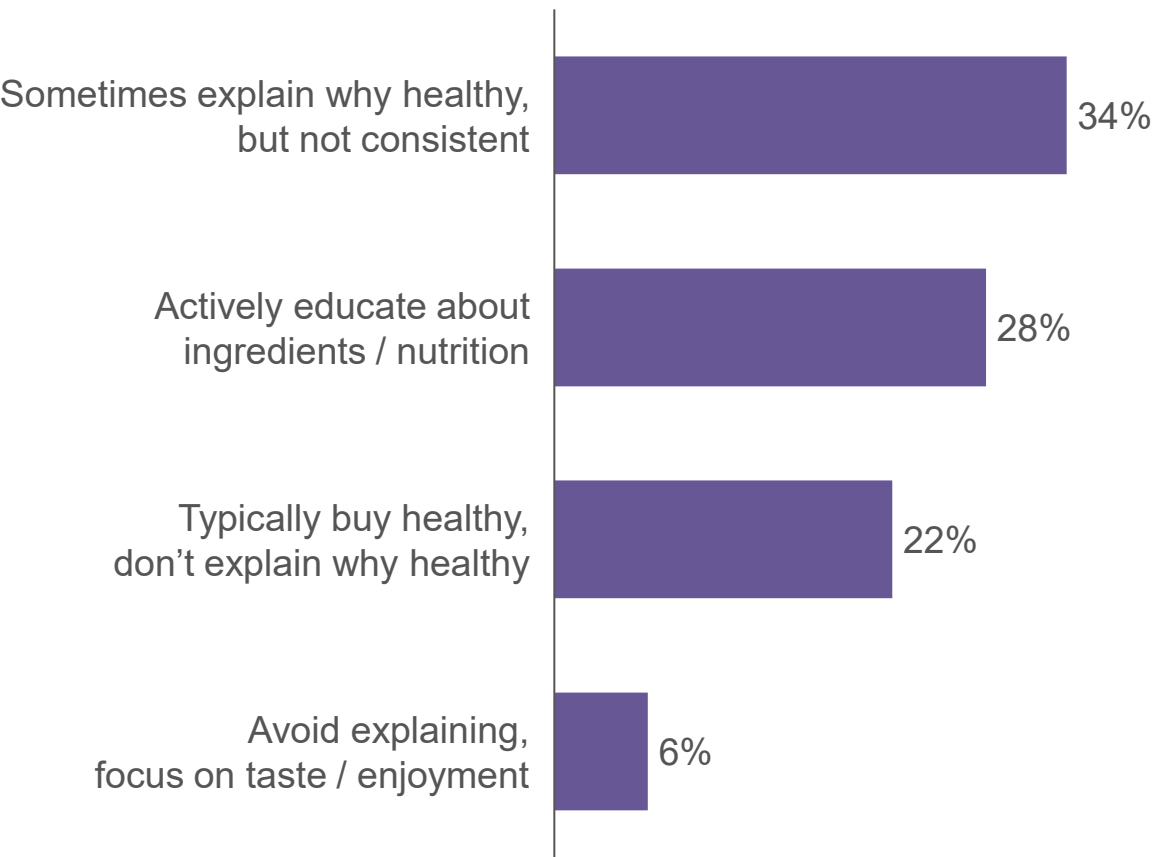


Source: NIQ, BASES Snacking Survey, n=2,009, 2026

Gen Alpha might be the most educated yet

Education Of Child About Healthy Snacking

Among HHs With Gen Alpha Children Present



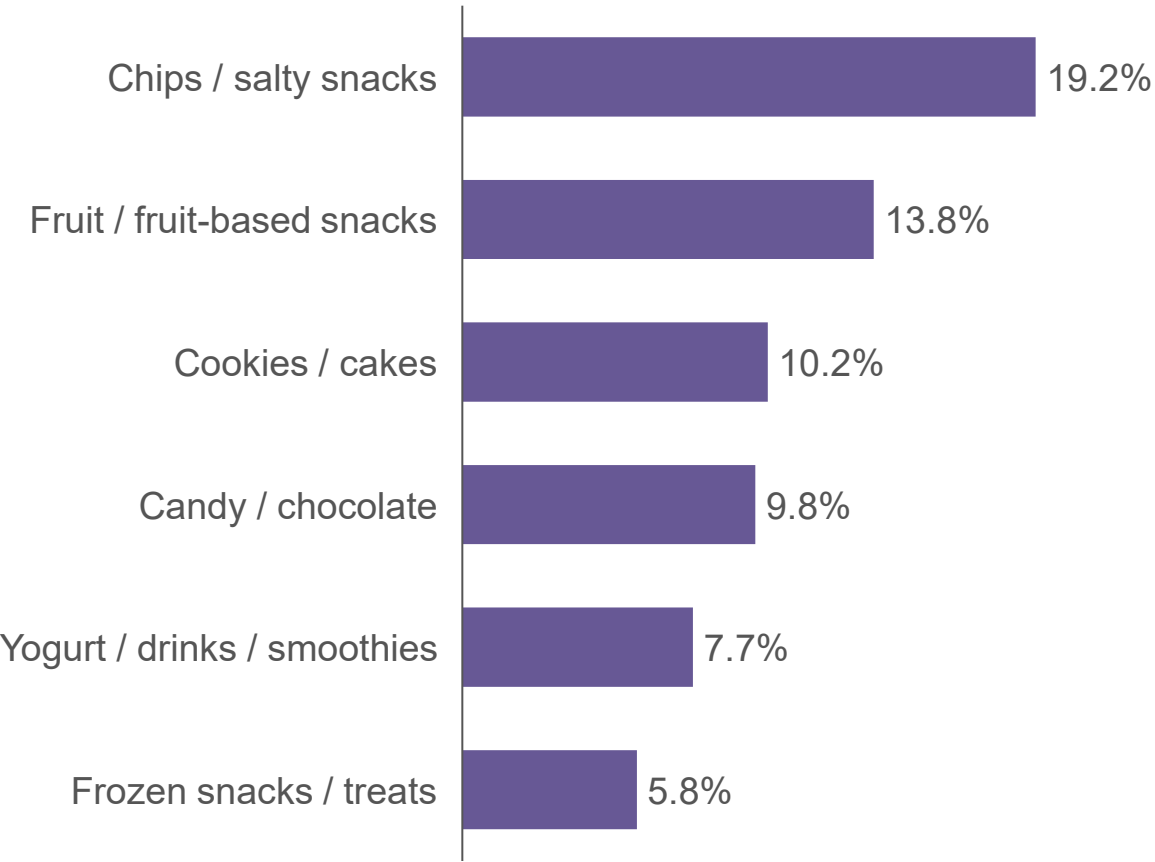
Source: NIQ, BASES Snacking Survey, n=2,024, 2026



Salty snacks are Gen Alpha's most requested

Gen Alpha's Most-Requested Snacks

Among HHs With Gen Alpha Children Present



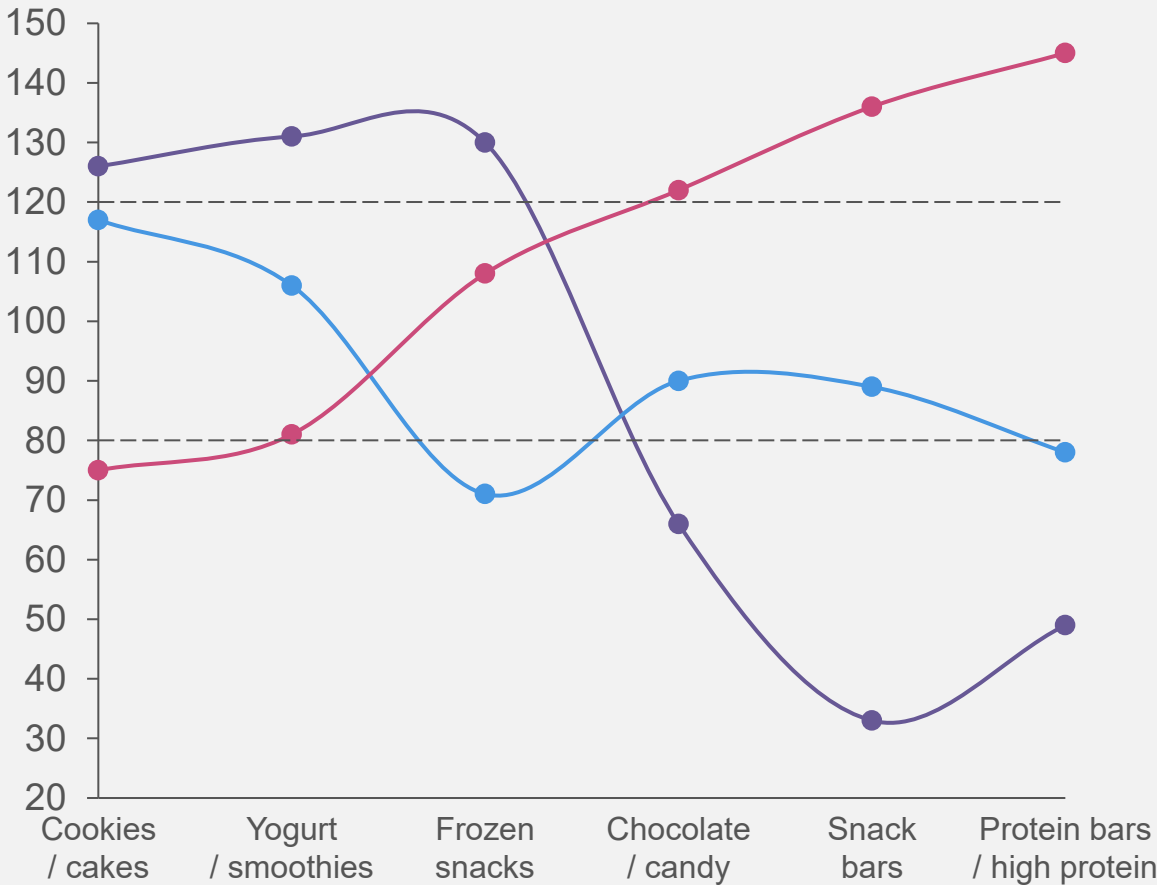
Source: NIQ, BASES Snacking Survey, n=2,009, 2026

HH income plays a role in Gen Alpha's asks

Gen Alpha's Most-Requested Snacks, By HH Income

Among HHs With Gen Alpha Children Present

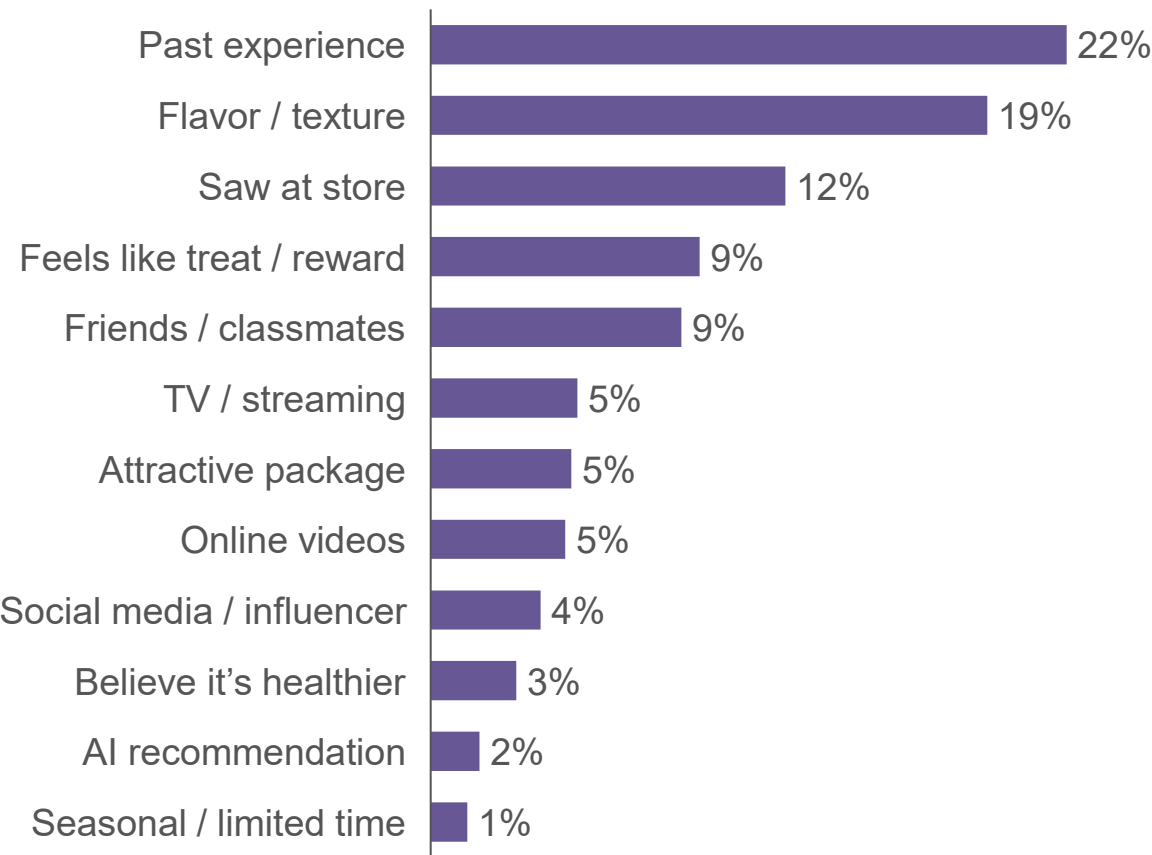
Lower income Middle income Upper income



Familiarity will fuel the future

What Motivates Specific Gen Alpha Snack Request

Among HHs With Gen Alpha Children Present



Source: NIQ, BASES Snacking Survey, n=2,024, 2026

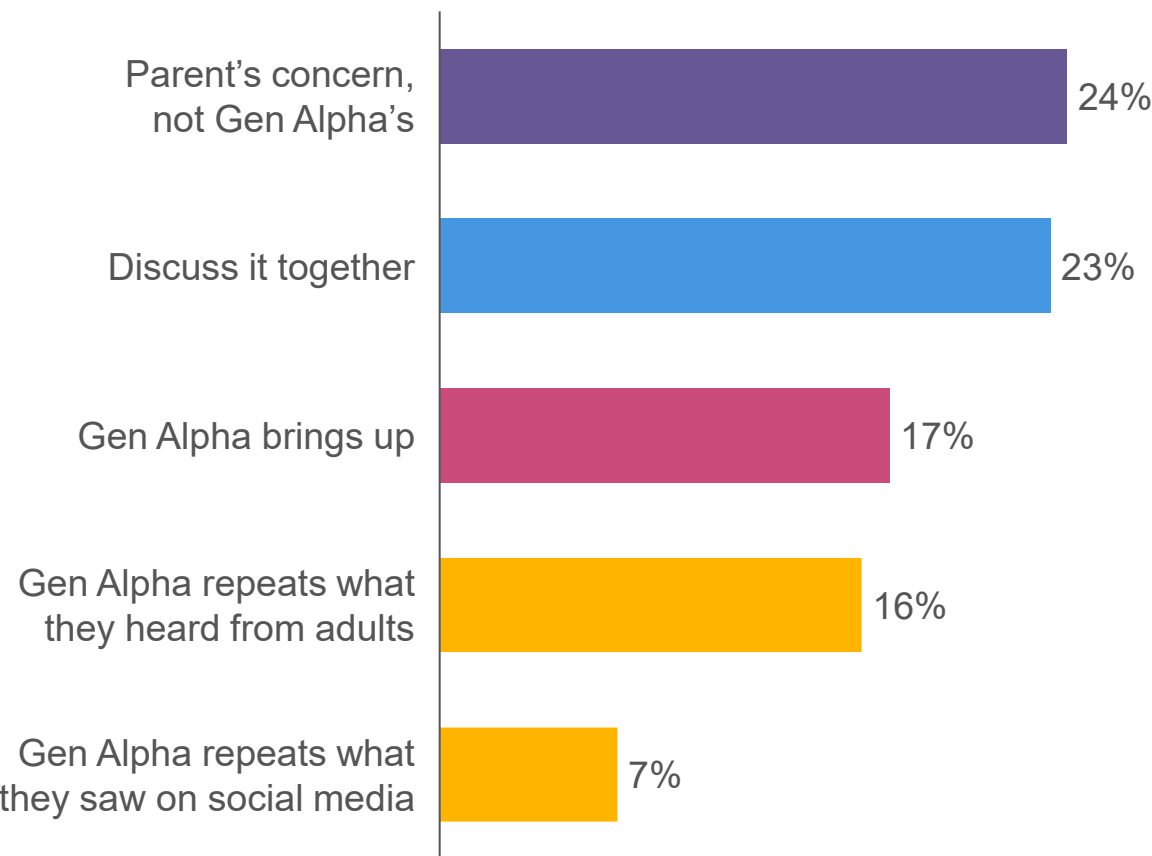




Gen Alpha isn't waiting around

Who Brings Up Health Benefits When Buying Snacks

Among HHs With Gen Alpha Children Present



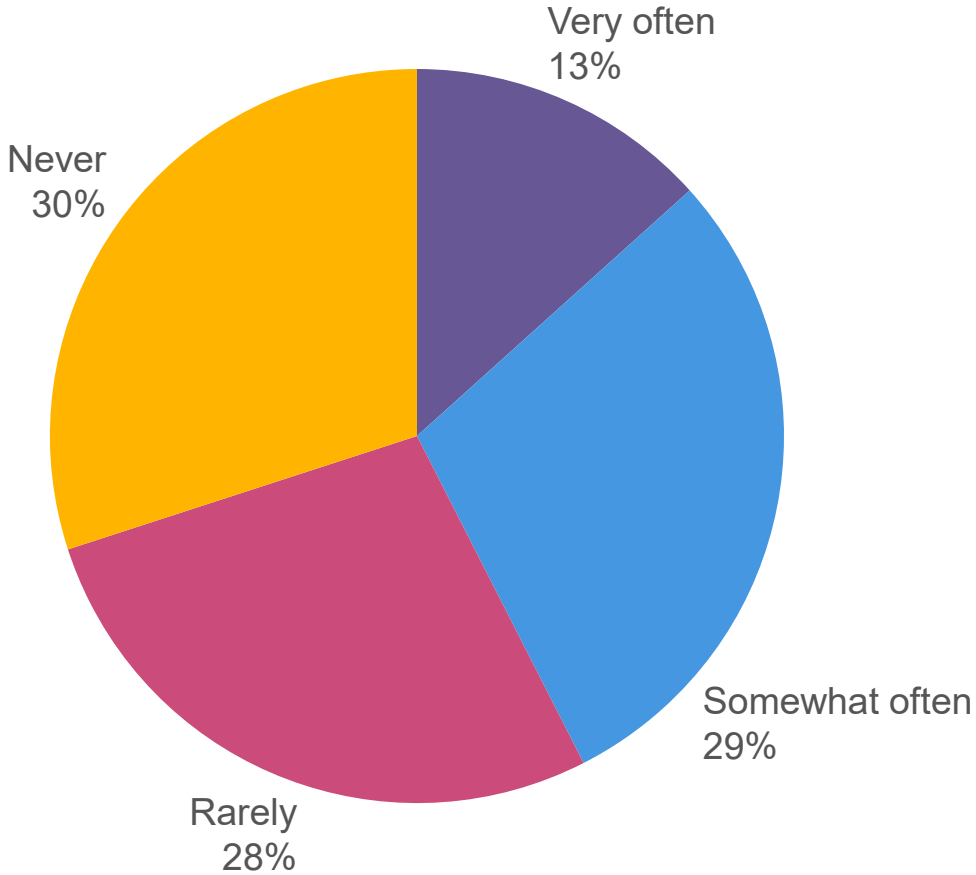
Source: NIQ, BASES Quick Question Survey, n=2,009, May 2026



Gen Alpha is thinking about ingredients

How Often Gen Alpha Mentions Health And Ingredients To Parents When Making Snack Decisions

Among HHs With Gen Alpha Children Present

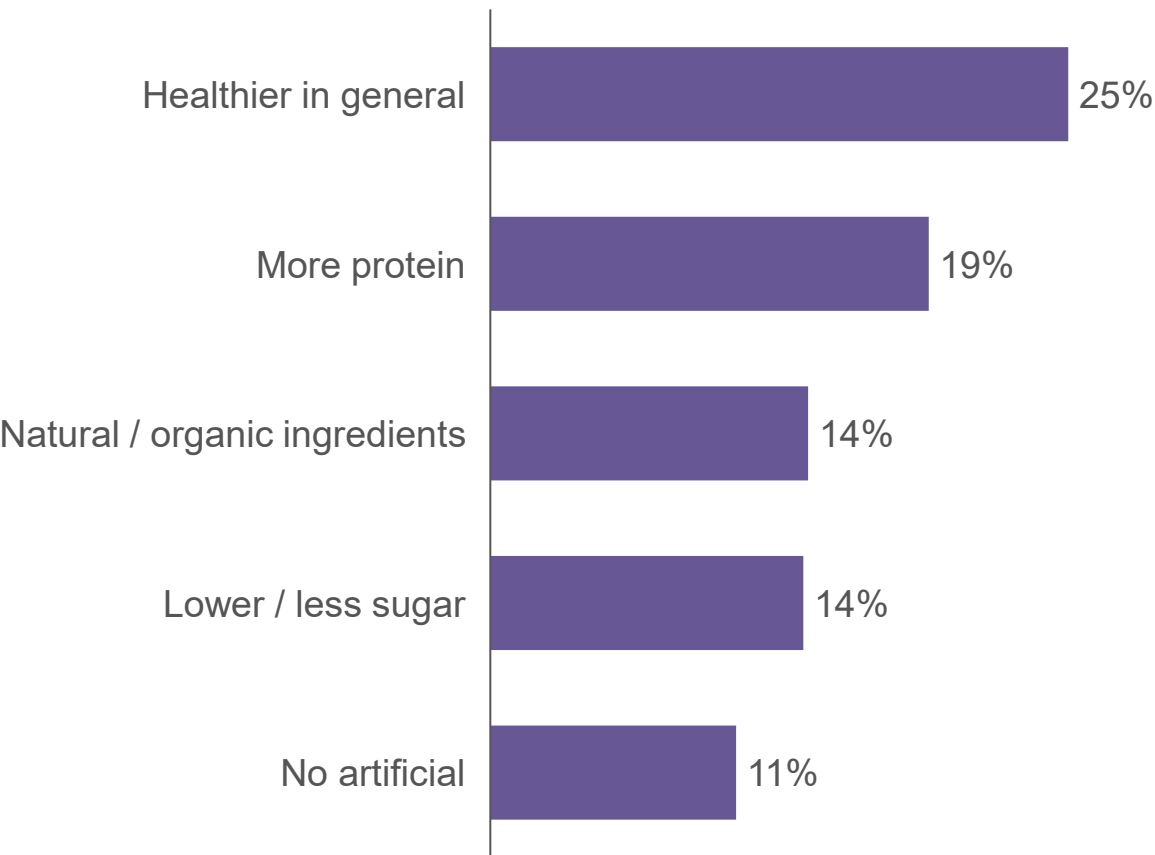


Source: NIQ, BASES Quick Question Survey, n=2,009, May 2026

They are asking for protein

Specific Gen Alpha Health-Related Snacking Asks

Among HHs With Gen Alpha Children Present



Source: NIQ, BASES Quick Question Survey, n=2,009, May 2026

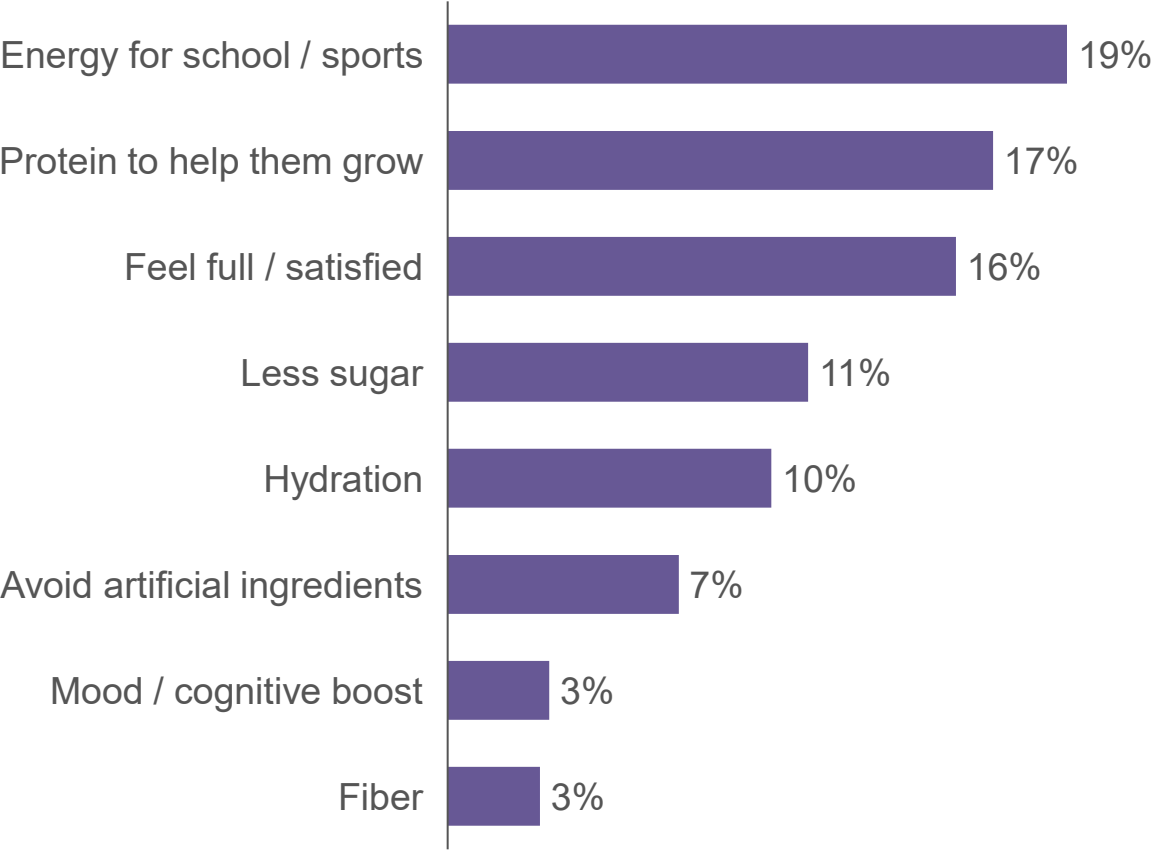




Gen Alpha is going to set a higher standard

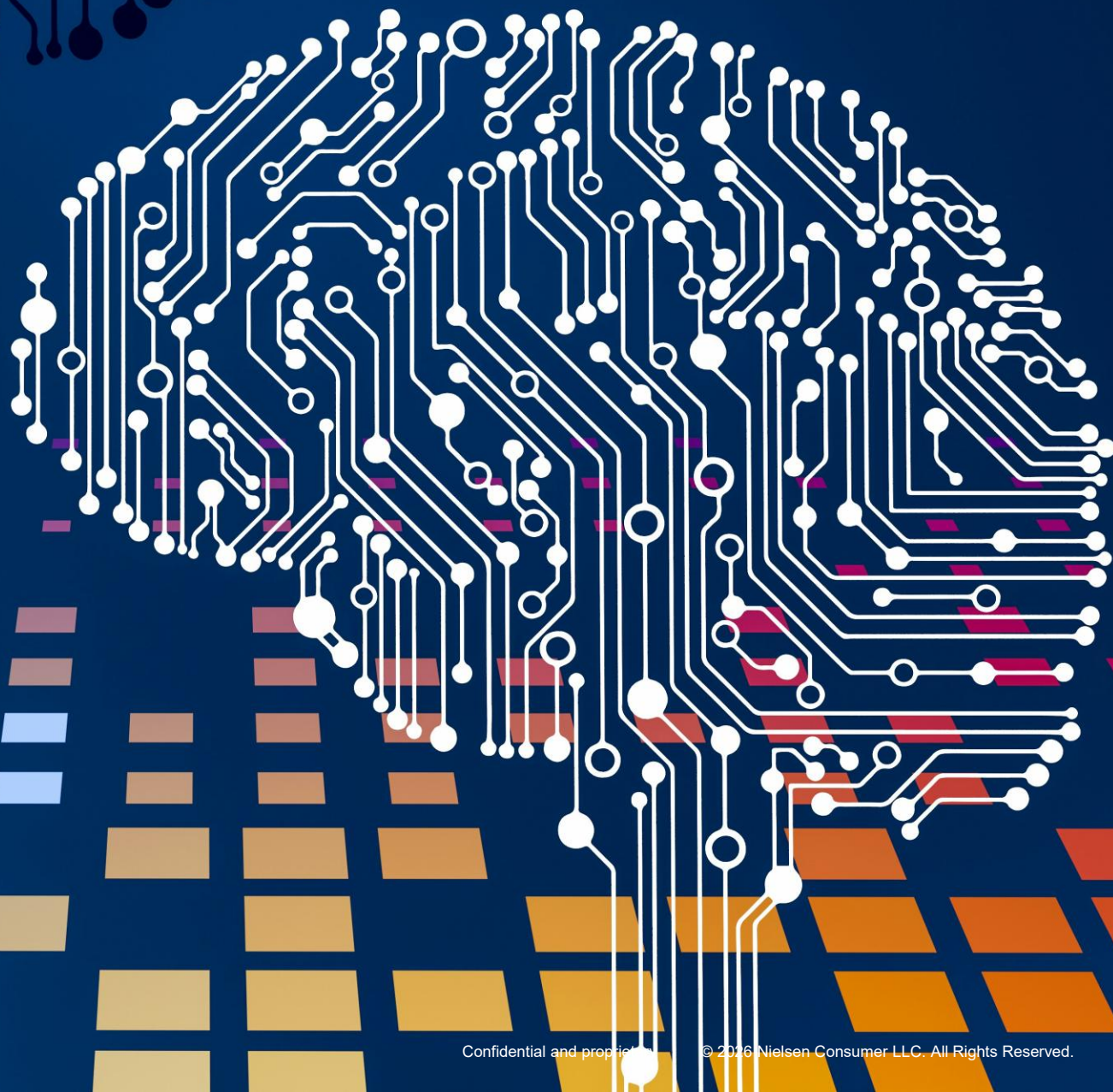
Leading Aspect Of Health / Ingredients For Gen Alpha

Among HHs With Gen Alpha Children Present



Source: NIQ, BASES Quick Question Survey, n=2,009, May 2026
Note: *Among HHs with Gen Alpha present, where Gen Alpha is focused on specific health benefits from snacks

Remember
Gen Alpha is
growing up in
an AI world



The personal tech already exists



PROTEIN GOAL



82 g
of 120 g



68%

12g remaining
to reach your goal

PROTEIN INTAKE

Today

82 g



TOP PROTEIN SOURCES



Chicken

32 g



Greek Yogurt

18 g



Protein Shake

16 g



Eggs

8 g



Other

8 g

SHOPPING LIST

Reach your protein goal with these picks.



Greek Yogurt

High in protein & probiotics

Qty: 1



Chicken Breast

Lean & versatile

Qty: 1



Eggs

Complete protein

Qty: 1 dozen



Protein Powder

Quick & convenient

Qty: 1



Cottage Cheese

High protein & low fat

Qty: 1



PRODUCT RECOMMENDATIONS



Whey Protein Powder

★★★★★ 4.6 (2,431)

24g protein / serving

\$34.99

Add



Plain Greek Yogurt (2%)

★★★★★ 4.7 (3,982)

17g protein / serving

\$4.49

Add



Chicken Breast (Fresh)

★★★★★ 4.5 (1,876)

26g protein / 100g

\$6.49 / lb

Add



PRO TIP

Spread your protein intake across 3–4 meals per day for better absorption and muscle protein synthesis.

Learn more →

ACTIVITY



7,532
steps



Goal: 10,000

RECOVERY



Your body is well
recovered and ready.

SLEEP



7h 45m
Sleep duration



Sleep quality
Good

HEART RATE



72 bpm
Resting



TREND (7 DAYS)



You're consistent!
Protein intake
up **14%** ↗
vs last 7 days

Five things to think about...

**The age of blind
consumption is
ending**



**Premiumization
has become a
justification game**



**Algorithms are
replacing brand
equity**



**Protein is a proxy
for something
bigger**



**Gen Alpha isn't
waiting to learn
about health later**



Big assortments matter far less than those tied to consumer values

Retailers...

Curate for scrutiny

Use product characteristics and shopper behaviors to build shelf assortments that can withstand scrutiny and remove friction from healthier decision making.

Organize premium around proof

Make space in the planogram by removing long-tail, low-incrementality SKUs; replace them with differentiated, hard-working SKUs that justify higher prices.

React faster than the trend cycle

Monitor what shoppers are discovering on social media and through social commerce to identify demand and translate that into assortment, merchandising, and activation before trends peak.

Merchandise by outcomes

Understand how your shoppers' decision hierarchy at the shelf has changed as need states have evolved in the pursuit of value, wellness, and snacking.

Build for tomorrow's standards

Audit your assortment against categories, benefits, and benefit stacks that parents of young children are looking for; fill the gaps because those items will be the baseline for the future.

Manufacturers...

Formulate for verification

Assess performance of characteristics that shoppers are selecting for and against, then design your portfolio to pass the test.

Justify every premium

Use consumer and purchase behavior to identify which characteristics earn willingness to pay, the focus innovation there to recruit buyers and create trade-up opportunities rather than relying on price increases alone.

Design for algorithmic discovery

Refresh packaging and messaging to ensure clarity for consumers and accurate, fair share of voice in online searches, AI recommendations, and scan apps.

Stack benefits intentionally

Build differentiated benefit stacks to drive stronger incrementality for your retail partners that also match consumer goals and deliver against the outcomes they are searching for.

Innovate for future demand

Watch for emerging trends while listening to what shoppers want as indicators of where demand is heading; innovate and be there before they become mainstream.

Let's continue the conversation, use the QR code on the next slide

NielsenIQ

Protein's Paradox
Recent Research
Consumers believe. Consumers buy. Consumers aren't sure they're doing it right.
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
April 2024

NielsenIQ

Premium Chocolate
How cocoa prices, a polarized shopper, and trendy innovation are redefining what it takes to win in premium
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
February 2024

NielsenIQ

Organic Produce
Forces redefining growth, price, and confidence in organic produce
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
May 2024

NielsenIQ

Premium Chocolate
How cocoa prices, a polarized shopper, and trendy innovation are redefining what it takes to win in premium
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
February 2024

NielsenIQ

Weather The Storm
Navigating challenges with the consumer in mind
Chris Conaght
Vice President, Thought Insights Lead
NielsenIQ

NielsenIQ

Chilled Commerce
Satisfaction with online frozen and refrigerated purchasing is high, yet untapped potential exists
Chris Conaght
Vice President, Food Insights Lead
NielsenIQ

NielsenIQ

Protein's Reality Check
Recent Research
Legacy matters. Costs constrain. Technology reshapes choice.
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Curation Creates Value
The right assortment drives trust, loyalty, and margin
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
March 2024

NielsenIQ

Today's Trends Unlock Tomorrow
Imagine a convenience industry built around wellness, trust, and meaningful moments—not just quick turns
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
February 2024

NielsenIQ

Inclusion fuels growth
Inclusion is a performance lever: shaping who wins attention, trust, and repeat purchase
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Good for you, built for the planet
Implications for the Food & Beverage Industry
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Designing for demand during uncertainty
Implications for the Food & Beverage Industry
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Fiber, the next scalable growth engine?
Implications for the Food & Beverage Industry
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Snacking 4.0
The rules are changing. Are you ready?
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
May 2024

NielsenIQ

Simplicity Sells
Reducing friction and elevating affordability, clear benefits is the fastest path to produce growth
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
March 2024

NielsenIQ

Online Growth Engine For Beverage
The forces driving non-alcoholic beverage's fastest-growing channel
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Building Brands That Drive Success
For store brands, the stars have aligned
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
April 2024

NielsenIQ

The OG Protein's New Playbook
Price. Protein. Profit.
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
March 2024

NielsenIQ

Grocery Department Transformation
Growth is still there, but the rules have changed and most of the shelf has not caught up
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
May 2024

NielsenIQ

Premium Butter
How usage, claims, and curation are reshaping butter's value ladder
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
February 2024

NielsenIQ

Fluid Milk Shake-Up
Navigating the new reality in dairy and plant-based milk
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
NielsenIQ

NielsenIQ

Seed oils face rising scrutiny and market consequences
Implications for the Food Industry
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

The credibility economy hits the shelf
Implications for the Food & Beverage Industry
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

TikTok Shop slows amid U.S. joint venture announcement
Implications for FMCG Manufacturers
Recent research reveals a complex landscape
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
June 2024

NielsenIQ

Food Insecurity Amid SNAP Disruptions
Delayed and reduced benefits and rising costs are forcing SNAP households into tough tradeoffs
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
April 2024

NielsenIQ

What's Really Inside?
The shopper's new power in the age of ingredient scrutiny
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
April 2024

NielsenIQ

Rebalancing The Breakfast Table
Unpacking the forces behind changing breakfast habits and what they mean for brands
Chris Conaght
Vice President, Thought Leadership
Food & Beverage Insights Lead
April 2024

NielsenIQ

Convenient Bites, Big Wins
Driving C-store prepared food growth through inspiration from QSR
Chris Conaght
Vice President, Thought Insights Lead
NielsenIQ

NielsenIQ

and much more...

and much more...

Thank you



Chris Costagli

Vice President, Thought Leadership
Food & Beverage Insights Lead
Chris.Costagli@NielsenIQ.com



Carly Levin

Director, Thought Leadership
Sweets & Snacks
Carly.Levin@NielsenIQ.com

NielsenIQ

Request the slides

Access more content

Share feedback

