

# Elevated Snacking

TREND REPORT



## Smarter Snacking

**Snacking, more so than meals, is highly individualistic and entirely structured around and woven into established daily activities.**

Snacks fulfill a variety of needs in consumers' lives. These needs range from daily nourishment or in-the-moment optimization to pure pleasure or simply something to do out of boredom or stress.

Regardless of the motivation, consumers today are expecting snacks to "do more" for them at a personal level. Beyond baseline needs associated with taste, convenience and price, today's consumer is increasingly looking for snacks that are health promoting (e.g., nutritious), high quality and well-sourced (e.g., free-from negatives, organic, regenerative) and that align with their values (e.g., environmental issues such as decreasing single-use plastics).

## Shifting Lifestyles

### MOST-SKIPPED MEAL?

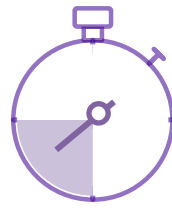
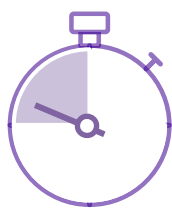
Meal skipping is a common thing globally. Breakfast and lunch are often missed due to time constraints or lack of hunger, and dinner is also frequently skipped, despite having more leisure time.

Meal	Percentage
Breakfast	47%
Lunch	41%
Dinner	37%



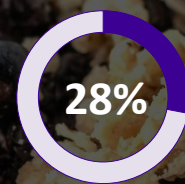
### WHEN DO CONSUMERS SNACK?

Skipping meals doesn't always mean more snacking. Surprisingly, people snack the least in the morning, even though it's when they're most likely to skip meals. <sup>1</sup>



## BALANCING INDULGENCE WITH HEALTH & WELLBEING

Consumers state they are snacking **more** and are trying to be more-health oriented.



of consumers snack more frequently compared to twelve months earlier<sup>(2)</sup>



of consumers say that their snacking has become healthier over the last year<sup>(2)</sup>

### WHY DO CONSUMERS SNACK?

Consumers are most likely to be health-orientated earlier in the day, a time of day when people tend to be less governed by indulgence. <sup>(1)</sup>

Time of Day	Reason	Percentage
Morning	For an energy boost	49%
	To satisfy hunger	47%
	As a meal substitute	23%
Afternoon	To satisfy hunger	50%
	For an energy boost	40%
	To relieve stress	24%
Evening	To satisfy hunger	43%
	For an energy boost	26%
	For treating purposes	23%

## GREAT EXPECTATIONS

The role of snacking is evolving, blurring the line with meals and giving consumers greater expectations on what snacks can do for them, individually.



### Functional Snacks

**50%** global consumers would like to see sweet snacks positioned around supporting a healthy lifestyle <sup>(3)</sup>



### Energy Booster

when seeking out functional claims, **40%** of consumers find claims around energy boosting most appealing <sup>(1)</sup>



### Nutritious & Delicious

**77%** consider a snack as a pure moment of indulgence, and they don't want to compromise on taste and enjoyment during snacking <sup>(1)</sup>

### All the Right Snacks

Snacks offer brands a unique opportunity to truly connect with consumers by developing solutions that are tailored to their individual needs across multiple occasions. ADM can help you grow your business by creating the right snacks for your consumers.

### Functional Snacking

Consumers are increasingly seeking functional versions of their favorite snacks. Layering multiple functional benefits is helping brands not only make the connection with younger consumers who are more engaged with trendy, functional foods and drinks, but also expanding reach to older consumers who often seek solutions to chronic conditions.

### Substantial Snacking

'Snackification' has emerged as one of the most popular food trends. With the line between snacks and meals blurring, consumers are expecting more substantial snacking options that are creating opportunities to innovate, with new 'mini meals' that help consumers maintain their active lifestyles.

### Win-Win Kid Snacking

Parents see snacking as an integral part of their kids' day, but many are tired of the lack of innovation in the space. They are looking for win-win solutions that provide their kids with the nutrition and health benefits they need, but also ensuring the great taste and fun experience that will make their kids actually want to eat those snacks!

## Why ADM?

**We are leaders in snacking solutions—uniting our creativity, technical expertise and an unmatched pantry of ingredients to unlock innovation.**

Our vast library of snacking concepts feature plant proteins, flavors, grains and more to deliver on taste and nutrition.

Our complete pantry portfolio features flexible, nutritional, tailored solutions including H&W ingredients, as well as taste, texturant and color solutions.



Source: (1) FMCG Gurus: How to Create Value in Snacks – Global Report, May 2023 (2) Source: FMCG Gurus: Snacking Habits & Rising Costs: How Brands Can Create Value – Global Report, May 2023 (3) FMCG Gurus Global & Regional Active Nutrition Survey Q3 2023