



## 2011 Snacking Fast Facts

**Snacking is the new eating!  
Most snack purchases are at retail!  
Consumers want snacks at Foodservice!**

### Snacking is the new eating!

- Over 50% of consumers snack each day!
- 76% of consumers say their snacking habits have changed over the past 2 years.
  - Snacking more frequently
  - Snacking healthier
  - Broadening their definition of a snack

(Source: 2010 Technomic)



**1 in 5 consumers**

### Retail is King for snack purchases!

- 83% of consumers purchase their snacks at retail vs. 17% at restaurants.
- 1,057 salty/crunchy new snack items were introduced at retail in 2010.
- 1,386 sweet bakery snacks (cookies, cakes, etc..) new items were introduced in 2010.
- Top flavors of new item retail snacks are: Salt, Cheddar cheese, BBQ, Chocolate, Vanilla, Cinnamon

(Source: Technomic 2010, Mintel GNPD)

### Consumers are looking for snacks at Foodservice!

- Foodservice is starting to capitalize on the snacking occasion with snack wraps, smoothies, Lattes, the "Fourth Meal", etc...
- Restaurant snackers look for the following:
  - 64% - Beverage
  - 61% - Portable
  - 52% - Indulgent
  - 50% - Salty

(Source: Technomic 2010)

**Ask How Wixon can Develop a Snack Innovation for you!**