



Snacking Can Be Fraught With Tension

With an array of motivations and needs, consumers inevitably are faced with tensions in their snacking as they weigh nutritional goals, specific health needs, mental well-being, support of daily activities, enjoyment, rewards, the passage of time, and more.

Source: *Snacking: Emerging, Evolving and Disrupted* report

20%

of consumers say they
changed how they snack
compared to 2019

