

Changes in How We Snack

Snacking, More So Than Meals, Is Highly Vulnerable to Lifestyle Changes

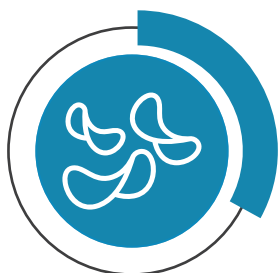
In 2020 the coronavirus pandemic emerged to disrupt consumers' food and beverage purchase and consumption routines and significantly alter the current nature of snacking in America.

20% of consumers say they changed how they snack compared to 2019

Among those **20%** of consumers who say they've changed how they snack:

33%

say they seek out more **SALTY** snacks



50%

say they seek out more **FRESH FRUITS AND VEGETABLES** as snacks



31%

say they seek out more **SWEET** snacks



Snacking, more so than meals, is highly vulnerable to lifestyle changes. Where meals provide an anchor around which life happens, snacks are entirely structured around and woven into established daily activities. Sudden changes in daily routines and general outlook on life can then have a strong effect on snacking habits.

Source: The Hartman Group's *Snacking: Emerging, Evolving and Disrupted* report