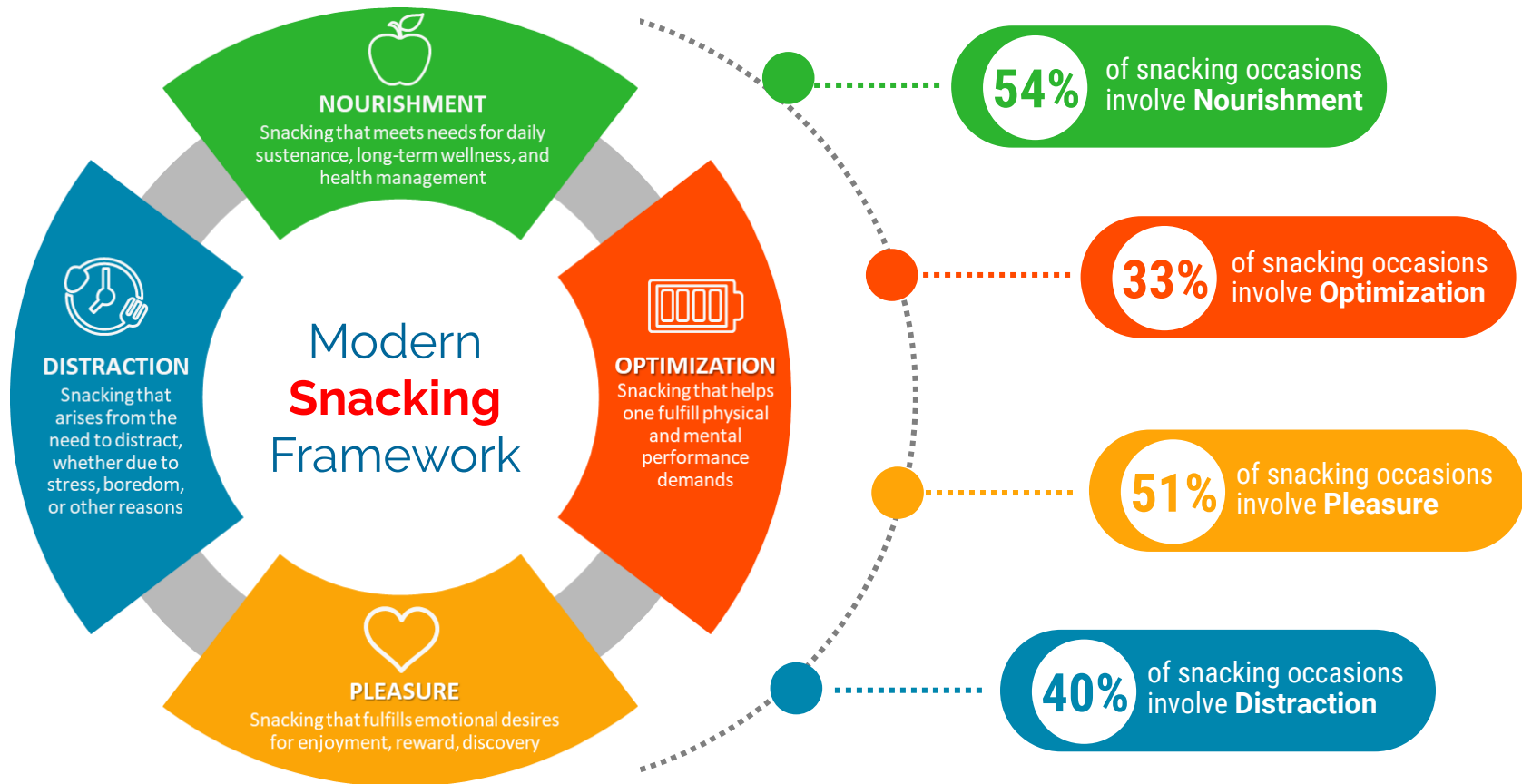


How Consumers Approach and Think About **SNACKING** Today

Snacking is a dynamic consumer behavior, with an array of approaches, dayparts, needs, attitudes, and words associated with the practice today. The Hartman Group's **Modern Snacking Framework** is intended to provide coherence to the messiness of snacking by rendering a more cohesive picture of snacking in the current era.



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