

AMERICA'S CULTURE OF SNACKING

## Snacking is integral to daily eating

# 47%

of consumers  
say that most  
days they can't  
get through the  
day without a  
**SNACK!**

**1 in 5**  
**22%** of consumers indicate  
that their snacking  
behaviors have changed in  
the past five years and  
they are now snacking  
**MORE OFTEN.**

With **91%** of consumers  
snacking multiple times  
throughout the day,  
snacking is essential to  
daily eating for most  
Americans now and  
accounts for **50%** of all  
eatings.



Source: The Future of Snacking 2016 report

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