

# SNACKING IN AMERICA



CHANCES ARE, WITHIN THE PAST 24 HOURS, WE'VE ALL HAD A SNACK.  
AMERICA IS NOW SNACKING ITS WAY THROUGH EACH DAY.

**91%** of consumers snack multiple times throughout the day



**8%** of these consumers forego meals altogether in favor of all-day snacking

Can't Live Without It:

**47%** of consumers say that most days they can't get through the day without a snack

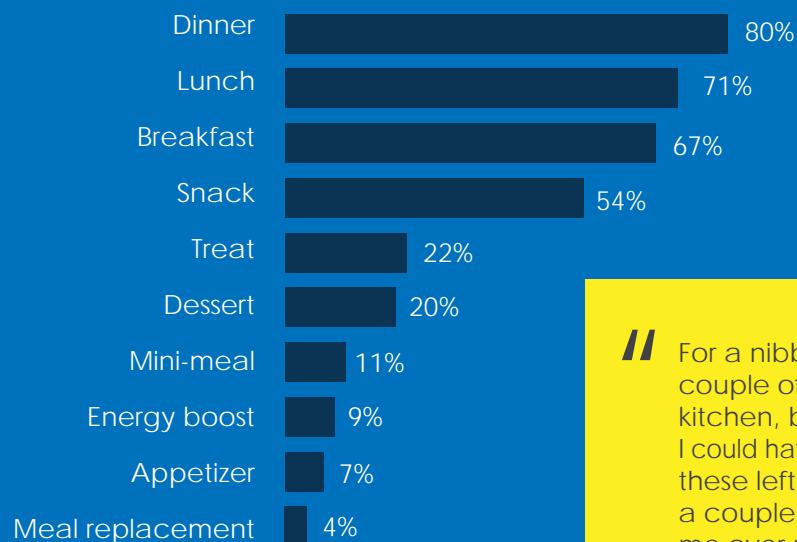
The boundary between what comprises a meal and a snack is increasingly blurry:

**21%** of consumers are **snacking more** than they were 5 years ago...

...Of that number, **42%** have done so while **cutting back the number of meals** eaten in a day.

"Snack" is the most commonly used word to describe non-meal eating, though use of the term has declined as additional terms have more regularly come into use.

## Terms That Describe Past-24-Hour Eating



“ For a nibble, I'll have a couple of bites in the kitchen, but I'm not full. I could have just destroyed these leftovers. But I think a couple of bites will tide me over until dinner.”

### Meal-based terminology

"Tides me over"  
"Dessert"  
"Pre-dinner snack"  
"Appetizer"

### Daypart terminology

"Morning, afternoon, or evening snack"

### Situational terminology

"On-the-run snack"  
"Keep-from-crashing"  
"Workout snack"

### General synonyms

"Nibble"  
"Treat"  
"Having something"  
"Nosh"  
"Bite"

The type and size of food & beverage classified as a "snack" are broadening with meal components & entrees being used.

**38%** of consumers say they often have **leftovers** as a snack.