

A “Munch”-Needed Distraction

Hartman Group report reveals that the pandemic has brought an increase in snacking where the primary motivation is simply some form of distraction



Bellevue, WA — According to The Hartman Group, a leading consumer research and consulting firm, the COVID-19 pandemic has significantly altered the current nature of snacking in America. This is one of the many key findings from its newly released report, *Snacking 2020: Emerging, Evolving and Disrupted*.

“*The pandemic has altered consumers’ schedules, increased their time at home, changed work environments, reduced social interactions, isolated household units, introduced fears around food procurement, and shifted emotional states in the direction of both boredom and heightened anxiety. With these changes, snacking needs and routines have also evolved.*”

Laurie Demeritt, CEO of The Hartman Group

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.

“The ways in which snacking has evolved are as unique as individual consumers and their households,” said Demeritt.

While the overall number of reported snack times in a day has stayed consistent with pre-pandemic times, the overall volume of snacking has increased, as evidenced by both retail volume trends and assertions from consumers themselves. But a minority now snacks less often.

The Hartman Group’s *Snacking 2020: Emerging, Evolving and Disrupted* report covers topics such as: consumer attitudes towards snacking, drivers for snacking occasions, evolution of snacking habits and frequency, planning and sourcing for snacking occasions, and impact of COVID-19 pandemic on snacking habits and drivers.

You can learn more about the report at The Hartman Group’s website: www.hartman-group.com

About The Hartman Group

Since 1989, The Hartman Group has been translating consumer behavior and food culture into strategic growth opportunities for our clients. We are 100 percent focused on the food and beverage marketplace and our clients’ interests. We deliver smart, strategic, and tactical advice, engaging collaborative experiences, and comprehensive research and analysis that lead to positive outcomes for our clients.