

# Snacking on the Rise



## CONSUMERS CHOOSE TO EAT SNACKS OVER MEALS

Half choose a snack about 4 times per week



More than one quarter (26%) do so up to 7 times per week



Source: Innova Market Insights

## 3 TRENDS TO SNACK ON



### #1 Baked Goods

Baked goods are among the most preferred snack categories in North America.

Source: Global Data - Interactive Consumer Survey on Consumer Snacking Preferences - June 2018

### #2 Better-for-You Snacks

Better-for-you snack options are important to nearly 7 in 10 consumers.



Source: Clean Label Corbion Proprietary Study - June 2018

### #3 Breakfast Snacks

of 35- to 44-year-olds spend less than 15 min. eating breakfast.

62%

Source: Global Data - Interactive Consumer Survey on Consumer Snacking Preferences - June 2018