

Keep up with consumer snacking trends



Consumer preference toward new and unique snacks is on the rise, and consumers are increasingly turning to portable, shareable and craveable snacks while on the go. **For retailers, tailoring snack options to consumer demands can be key to boosting sales.**

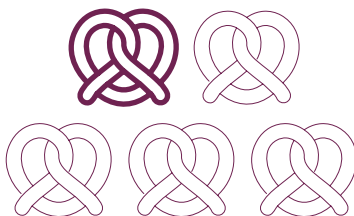
CONSUMER SNACKING HABITS



of consumers **snack at least once per day.**¹



Soft pretzels and other bread appetizers are a **popular choice among diners.**²



One in five appetizer orders are bread-based apps, including pretzels.²

Portability and shareability can increase sales

- 55% of consumers who **snack away from home** do so en route to another location.¹
- Smaller or "mini" snack portions are a potential area of opportunity for retailers.¹
- 66% of consumers say they would be likely to **purchase appetizers as a snack.**¹

Highlighting a food's "snackability" or offering it in a shareable, snackable format can help encourage purchases.¹



Boost consumer interest with unique flavors and signature dips

Preference toward new and unique snacks is on the rise.¹

36%

of consumers are more interested in **trying new flavors** than they were a year ago.³

49%

of consumers say they are **most likely to try new flavors in snacks** (vs. at a meal).³

53%

of consumers say **sauce and condiment variety** is important.³

59%

say **topping variety** is important.³

54%

of consumers say they **would like a wide variety of dipping sauces** to be available.³



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¹ Technomic's 2022 Snacking Occasion Consumer Trend Report

² Technomic's recent Starters, Small Plates and Sides Consumer Trend Report

³ Technomic's recent Flavor Consumer Trend Report