

Snackification: The Future of Occasions in a Post-Pandemic Normal

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Scope

Key findings

A NEW ERA OF SNACKING

Snackification continues to evolve

Impulse occasions pivot from reliance on foot traffic to targeted digital strategies

General increase in prices to challenge snacks players' value propositions

Health claims to answer ever-changing consumers' health goals

Innovation opportunities abound from three main motivations of snacking

REVIEWING THE ESSENCE OF SNACKING

New consumer needs: Novelty (in mouthfeel) and afternoon occasion gain gravitas

Two pillars of innovation for snacks products in a post-pandemic era

For signature brands, creating new formats allows players to tap into new snacking occasions

Innovative packaging formats emerging across industries to create new snacking occasions

Tapping at-home and dine-out impulse occasions through new formats for foodservice

Indulgent ice cream to revamp impulse purchase in multi-pack

Agility in product size helps to maintain sales as purchasing power shrinks

Leading snacks players offloading indulgence products to focus on health and wellness

Focus on nutrition and healthful positioning must balance with the core trait of snacks

Three criteria to boost visibility of healthful snacks

Need for updated health guidelines and urgency in clearing consumer confusion

RECREATING IMPULSE THROUGH DIGITAL

Recreating impulse occasions: How and where consumers snack

In e-commerce, dark stores could bridge impulse buy and refrigeration gaps

Manufacturers launch direct-to-consumer (DTC) platforms to get closer to consumers

Social media and quick delivery platforms: growing initiatives to drive pre-planned impulse

Curating products to fulfil new impulse times of the day

Snacks must complement new leisure activities and lifestyles

Strategic co-branding partnerships should focus on creating consumption occasions

Sogurt, Singapore: Digital transformation is key to survival and future expansion

Sogurt, Singapore: Providing for the two extremes of snacking occasions

Levain Bakery, USA: From a well-known NYC cookie shop to hyperlocal delivery star

Levain Bakery, USA: Pivoting from instant gratification to impulse gifting

Governments to speed up the development of healthy offers in snacks

On-the-go remains major for snacks; driven by emerging markets

Globally, pockets of opportunity lie in leveraging different stages of digital development

New, planned snacking occasions to be seized, but impulse remains major avenue

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