



Revisiting the Fundamentals of Snackification

September 2023

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INTRODUCTION

Scope

Key takeaways

Exploring The Evolution of the Snacking and Eating Occasion

Drivers of The Evolution of the Snacking and Eating Occasion

The Evolution of the Snacking and Eating Occasion uncovered

FITTING PRODUCTS FOR EXPANDING OCCASIONS

More considered approaches are being witnessed in where and what snacks consumers buy

Rise in mobility pushes growth in shareable, mini and globally-inspired snacks

The industry must remain attentive to routine needs and tailor product to fit the occasion

INTUITION IS UNDERScoreD IN HEALTHY SNACKING

The feel-good element to permissible indulgence is expected to rise

YumEarth is incorporating “better for you”, intuitively healthy elements that consumers seek

The industry should strive to maintain the indulgent, feel-good elements of healthy snacking

ACTING IN AN ERA OF INFLATED VALUE

Snack price increases are reshaping expectations for the snacking occasion

Brands are set to launch offerings that enhance the range of snacking moments

Innovations must expand on multiple fronts in order to meet rising value expectations

CONCLUSION

Key takeaways

The Evolution of the Snacking and Eating Occasion: How to win

Future of The Evolution of the Snacking and Eating Occasion

Questions we are asking

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