

# Snacking the modern way

## An overview of EU and US trends



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## Synopsis

Evolving lifestyles, cultural changes as well as increasing consumer sophistication and awareness, have all had a profound impact on how people eat. In Europe and North America, many consumers prefer to snack throughout the day, which presents a huge opportunity for manufacturers.

This report will expand on some of the consumer trends and examine some of the key drivers behind recent innovations in the snacking sector. It will also highlight products that have successfully tapped into modern snacking behaviour and offer tips on how manufacturers can take advantage of new opportunities as snacking becomes the new norm.

## Key takeaways

- Many consumers prefer to snack throughout the day
- They want healthy snacks that make them feel good about themselves
- Stressful modern living has increased demand for on-the-go nutritious foods as well as indulgent treats that provide relaxation and enjoyment
- Consumers expect brands to behave ethically, and to communicate this commitment clearly
- Sugar reduction must be linked with naturalness and meet consumer expectations for clean label
- Consumers want to include more plants in their diet, but in convenient forms
- Manufacturers need to explain why their products fit with consumers' lifestyles and values
- Despite the COVID-19 outbreak, the future of the snacking market seems largely stable for the next couple of years

