

## Snacking in Foodservice - US - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about."

- Diana Kelter, Foodservice Analyst

### This report looks at the following areas:

- Snack shop visitation low among 55+
- Healthful snacks a key purchase driver, but consumers still crave indulgence

Consumers' definition of snacking is one that is blurred, encompassing a variety of food and beverage categories. The treat yourself mentality is driving the indulgent side of specialty snacking, but consumers also desire healthful options they can feel good about. Convenience and variety are important for specialty snack shops to set themselves apart, especially since retail remains a stronger competitor.

BUY THIS  
REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

EMAIL:  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Snacking in Foodservice - US - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Snack shop visitation low among 55+

Figure 1: Type of specialty snack shop visited by generation, April 2016

Healthful snacks a key purchase driver, but consumers still crave indulgence

Figure 2: Snack purchase motivators, April 2016

The opportunities

The treat yourself mentality remains

The "hangry" impact

Figure 3: Snack statement agreement – Any agree, April 2016

On-the-go snacks, transportable food

Figure 4: Snack statement agreement – Any agree, April 2016

Hispanics value snack variety

Figure 5: Snack restaurant visitation, Hispanic vs non-Hispanic, April 2016

What it means

### The Market – What You Need to Know

US economic factors

Snack and meal occasions blurring

Availability of prepared snack options is expanding

### Market Factors

Out-of-home food consumption trending up

Figure 6: Food sales at home and away from home, January 2008-December 2015

Figure 7: Unemployment and underemployment rates in the US, January 2007-January 2016

Growing number of grazers

Figure 8: Daily snacking frequency, by generation January 2015

### Market Perspective

Competition from retailers and restaurants

Figure 9: Reasons for visiting QSRs, February 2016

QSR snack innovation

### Key Players – What You Need to Know

Social media driving buzz

Specialized health chains and food trucks

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Snacking in Foodservice - US - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Upgraded food courts

## What's Working?

International flavors and ingredients

Vending machines 2.0

Heartier beverages

## Snack shop Innovators

Snack shops focus on variety

## What's Next?

Retail in foodservice

Partnerships/brand extensions

Healthful

Nostalgia

## The Consumer – What You Need to Know

iGens and Millennials: The snacking generations

Kid influence snack shop habits

Snack preferences vary by daypart and occasion

Coupons remain valuable

## Attitudes and Behaviors across Demographics

iGens and Millennials driving snacking in foodservice

Figure 10: Snack restaurant visitation in the past three months, any visitation, April 2016

Figure 11: Snack restaurant visitation, by age and gender, April 2016

Figure 12: Snack purchase motivators, by age, April 2016

Figure 13: Snack statement agreement – Any agree, by age, April 2016

Figure 14: Snack purchase motivators, by age, April 2016

Hispanics snack more than non-Hispanics

Figure 15: Snack restaurant visitation, Hispanics vs non-Hispanics, April 2016

Figure 16: Reasons for purchasing snacks, Hispanics vs non-Hispanics, April 2016

Parents more likely to visit snack shops

Figure 17: Snack purchase motivators, by parental status, April 2016

High-income households represent a key demographic

Figure 18: Snack statement agreement, by income – Any agree, April 2016

## Snacking Occasions

Snacks as a meal

Figure 19: Snacking occasions, April 2016

Snacks between meals

Figure 20: Snack descriptor interest, by occasion, April 2016

Figure 21: Interest in snack attributes, by occasion, April 2016

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Snacking in Foodservice - US - June 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Morning snacks

Evening snacks

## Correspondence Analysis

Methodology

Snacking occasion by snack type

Figure 22: Correspondence analysis interest in snack attributes, by snack occasion, April 2016

## Snack Shop Deals and Value Offers

Snackers motivated by deals

Figure 23: Snack shop value offers, April 2016

Figure 24: Snack shop coupon offers, April 2016

Happy hour appeals to Millennials

Figure 25: Snack shop value offer, by generation, April 2016

Value deals by gender

Figure 26: Snack value offers, by male, April 2016

Figure 27: Snack value offers, by female, April 2016

Dads want deals

Figure 28: Snack shop value offers, by presence of kids in the household, April 2016

## TURF Analysis

Appeal of deals vary across demographics and regions

Figure 29: TURF analysis – Snack shop value offers, April 2016

## Appendix: Data Sources and Abbreviations

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

## Appendix: TURF Analysis

Methodology

TURF analysis

Figure 30: Table – TURF analysis – Snack shop value offers, April 2016

## Appendix: Correspondence Analysis

Methodology

Correspondence analysis

Figure 31: Snack descriptor interest, April 2016

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)