

## Consumer Snacking - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE’s sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on ‘positive’ nutritional credentials to win favour, moving the dialogue beyond just controlling sugar, fat or calories.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- Strong openness to healthier characteristics in indulgent snacks
- Snacks enjoy high acceptance as a way to boost nutritional intake
- Snacks can play a role as energising or relaxing

The UK is a nation of snackers. 95% of adults report to snack, with a sizeable 66% of these doing this on a daily basis. The young are the biggest snackers, with both repertoires of foods snacked on and frequencies rising in this age group. With an ageing population, keeping snacks on people’s menus even as they age remains a key challenge for the market.

Hunger is the biggest motivation driving people to snack and messages centred on combatting it remain relevant. However, snacking has evolved beyond this, with half of snackers not citing hunger as a reason to eat between meals. The importance of drivers such as cravings or wanting to treat oneself demonstrates the strong link snacking has with emotional needs, a link further underscored by the use of snacks as an antidote to the stress of our busy lifestyles.

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- Snacks enjoy high acceptance as a way to boost nutritional intake
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- Snacks can play a role as energising or relaxing
- The facts
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## The Market – What You Need to Know

- Snacks are challenged to cut sugar and calories
- Healthy choices are less important when it comes to snacking
- Busy lifestyles make snacking a necessity
- Mounting pressure for improved sustainability of packaging

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## Companies and Brands – What You Need to Know

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Vegan claims continue to grow  
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Doritos brings back Collisions

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### Start-ups and Disruptors Case Study – The Plantifull Food Co.

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### Need states remain centre stage from cheese to chocolate

### Bel UK pushes Laughing Cow's versatility

### Snickers and Boost+ combat hunger and low energy

### Me-time is pushed by Galaxy and Lindt

### Sharing and connecting people remain key themes

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McVitie's shifts focus on 'Sweeter Together'

Cadbury focuses on generosity

Sweet brands want to help people connect

Focus on flavours and the sensory experience continues

The flavour experience takes centre stage from Doritos to Aero

Nākd makes TV debut with flavour focus

McCoy's adds a Mexican flare to 'When Flavour Calls', Walkers spotlights a Mexican street market

Walkers celebrates 70th anniversary with nostalgic and regional flavours

Humour permeates snack advertising

In sweets...

...chocolate...

...and crisps

Crisps link with football

Evening-in promotions continue

Nielsen Ad Intel coverage

### The Consumer – What You Need to Know

'Everybody' snacks

Treats share the lead with fresh fruit in snack choice

Two in three snack daily

Home is the most popular place to snack

Snacks help fuel the workforce

Hunger is top snacking motivation

Emotional needs drive many people to snack

Half of snackers are adventurous

Snacking triggers guilt for many

Making indulgent snacks healthier would appeal to many

Taste is important throughout the day

Health is a greater priority in the morning

### Types of Snacks Eaten

'Everybody' snacks

Treats share the lead...

...with fresh fruit

Figure 53: Types of snacks eaten, March 2019

Most snacks see usage fall among older consumers

Meat snacks are more popular among men, fresh fruit among women

Most people eat a wide variety of snacks

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### Frequency of Snacking

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Two in three snack daily

The young are the biggest snackers

Figure 55: Frequency of snacking, March 2019

## Where Snacks are Eaten

The home is the most common place to snack

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Snacks help fuel Britain's workers

Scope for brands in healthier workplace initiatives

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...but half of snackers do not cite this as a reason

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Emotional needs drive many people to snack

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Half of snackers are adventurous

Limited editions remain a key tool for offering newness

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Making indulgent snacks healthier would appeal to many

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Taste is important throughout the day

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Methodology

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