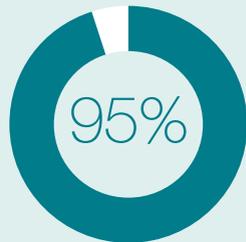


# Small bites, big expectations

As sit-down meals have declined in frequency, snacking has picked up the pace.

From treat to habit<sup>1</sup>



of U.S. adults snack **daily**



snack **2+ times** daily



**SUPER  
SNACKERS**

snack **4+ times** daily

## SNACKS AS SOLUTIONS

Today's snacks typically serve a specific purpose.<sup>2</sup>



Meal replacement



Maintain mental focus and energy



Satisfy hunger outside mealtimes



Weight control



Belief that small, frequent portions are healthier

**As a result, 33% of consumers say they are seeking out healthier snack options.<sup>3</sup>**

## Key attributes snackers seek

### BENEFICIAL

Foods with functional benefits

### PERMISSIBLE

Indulgence in moderation or with a meaningful benefit

### PORTABLE

Packaged for a great on-the-go experience

## SNACKS ON THE MOVE

25.0%



**Sweet snack & dip kits**

14.1%



**RTE popcorn & salty snacks**

10.2%



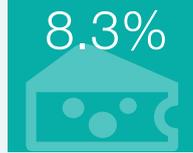
**Meat snacks**

9.1%



**Bars**  
*Energy/protein, treat, granola, diet*

8.3%



**Snack cheese & cottage cheese cups**

7.0%



**Muffins & doughnuts**

These categories are forecasted to outpace growth benchmarks.<sup>4</sup>

Adding value, capturing share

- ✓ **Pea protein** – Delivers nutritional benefits of added protein with creamy, neutral flavor
- ✓ **Stevia-based sweeteners & erythritol** – Create indulgent sweet taste without extra sugar or calories
- ✓ **Chicory root fiber** – Provides dietary fiber benefits while supporting reduction of sugar, fat and calories
- ✓ **Reduced-sugar tapioca & corn syrups** – Help reduce sugars while binding ingredients together

**Partner with Cargill for a full portfolio of ingredients and formulation expertise to help you create satisfying, on-trend snacks.**

Learn more at [cargill.com/labelfriendly](http://cargill.com/labelfriendly)

SOURCES:

<sup>1</sup> Mintel, Snacking Motivations and Attitudes U.S., 2019.

<sup>2</sup> Marangoni, et al; "Snacking in Nutrition and Health." International Journal of Food Sciences and Nutrition. April 2019.

<sup>3</sup> Mintel, Snacking Motivations and Attitudes U.S., 2017.

<sup>4</sup> NPD Group. The Future of Snacking. December, 2018.