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

**SUPER SNACKERS**

95% of U.S. adults snack daily

70% snack 2+ times daily

40% snack 4+ times daily

**SNACK AS SOLUTIONS**

Today’s snacks typically serve a specific purpose. As a result, 33% of consumers say they are seeking out healthier snack options.

**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**

These categories are forecasted to outpace growth benchmarks.

25.0% Sweet snack & dip kits
14.1% RTE popcorn & salty snacks
10.2% Meat snacks
9.1% Bars
8.3% Snack cheese & cottage cheese cups
7.0% Muffins & doughnuts

**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

**SOURCES**