

Snacking

to suit a higher purpose



Smaller bites are occupying a larger role in consumers' daily dietary habits.



of consumers have at least one snack daily.*

Snacking study brings market into focus

To better understand the attitudes and habits of snack consumers, Cargill recently conducted a study among nearly 4,500 users.

We identified six unique consumer snacking segments

These user groups are distinguished by their beliefs, needs and purchase drivers.



Guiltless Grazers



Health Seekers



Impulse Munchers



Emotional Snackers



Role Modelers



Purposeful Snackers

Three segments snack with health in mind

1. HEALTH SEEKERS

“I’m driven by a desire to make healthy choices, & gravitate towards fresh, natural snacks”



DEFINING MINDSETS



Mindful choices



Artisanal snacks



Digestive support



Snacking for mini meals

KEY NEED STATES: Honest Snacking

- ✓ Nourishment & sustainable energy
- ✓ High protein, low sugar
- ✓ Unique flavors

2. PURPOSEFUL SNACKERS

“I’m driven by what a snack does for me, not by what the snack is”



DEFINING MINDSETS



Healthy snacks on-hand



Mindful choices



Digestive support



Familiar snacks



Bold flavors

KEY NEED STATES: Everyday Sustenance

- ✓ Lasting energy (functional)
- ✓ High protein, low sugar
- ✓ Nostalgic (emotional)
- ✓ Shared socially (emotional)
- ✓ Prefer clean snacks

3. ROLE MODELERS

“I’m conscious of setting a positive example and choose healthy, exciting snacks that reflect my values”



DEFINING MINDSETS



Snacking for mini meals



Familiar snacks



Bold flavors



Shared values



Calorie conscious

KEY NEED STATES: Everyday Sustenance

- ✓ High protein, low sugar
- ✓ Smaller portions
- ✓ Satisfied hunger
- ✓ Eat on-the-go
- ✓ Socially shareable

Get to know healthy snackers better

Leverage the insights from Cargill’s snacking study to target these consumers more effectively. Request a detailed presentation to learn these details and more:



Segment demographics



Product needs



Strategies for differentiation

To learn more, contact your Cargill representative or visit cargill.com/snacks.



*HealthFocus International. “A New World of Snacking,” 2024.

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