

Snacking

to refuel, relax & reward



Snack foods may come in smaller portion sizes, but for many consumers, they can elicit strong emotional connections.



of consumers have at least one snack daily.¹

Motivations for snacking can vary. Cargill research found that some consumers snack when... **craving, indulging, bored, anxious, stressed — & sometimes feel guilty²**

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 lean toward indulgence:

1. GUILTLESS GRAZERS

“Snacking is an integral part of my daily rhythm; I graze all day without a hint of guilt.”



DEFINING MINDSETS



Busting boredom



Flavor experimentation



Snack always on-hand

KEY NEED STATES: Earned indulgence

- ✓ Big, bold flavors
- ✓ Craveable taste
- ✓ Filling & satisfying

2. IMPULSE MUNCHERS

“Snacking is one of life’s pleasures. When cravings hit, I’m all about the spontaneous delights.”



DEFINING MINDSETS



Healthier aspirations



Hint of guilt



Busting boredom

KEY NEED STATES: Earned indulgence

- ✓ Smaller portions
- ✓ Varied flavors & textures
- ✓ Grab ‘n go solutions
- ✓ Nostalgic connections

3. EMOTIONAL SNACKERS

“Snacks are more than just food; they’re an escape that brings comfort and enjoyment.”



DEFINING MINDSETS



Busting boredom



Soothing stress



Familiar favorites



Healthier aspirations

KEY NEED STATES: Earned indulgence

- ✓ Quick escape
- ✓ Reliable experience
- ✓ Healthier twist
- ✓ Nostalgic connections
- ✓ Big, bold flavors
- ✓ Enhance relaxation

Get to know indulgent 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



Preferred snack formats



Strategies for differentiation

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



¹ HealthFocus International. “A New World of Snacking,” 2024.

² Cargill Snacking Attitudinal Segments Report. 2025.