# Snacking to refuel, relax & reward



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



Motivations for snacking can vary. Cargill research found that some consumers snack when...

craving, indulging, bored, anxious, stressed -& sometimes feel guilty<sup>2</sup>

**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.













## 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**



aspirations





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

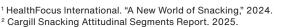


snack formats



Strategies for differentiation





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