

# Consumer Snacking - UK - June 2010

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## What is this report about?

Britain is a nation of snackers. Nine in ten adults eat snacks between meals, nearly half of them on a daily basis. While snacking at home remains more popular than snacking on the go, the snacking on-the-go habit has been adopted by the majority of the population, with two in three adults now eating snacks on the move.

This adds up to an estimated 13 billion at-home snacking occasions annually, and 6.4 billion occasions on the go, by adults. With the average value of snacks estimated at 30p at home and 87p on the go, this translates into market values of £4 billion and £5.6 billion respectively.

While the broader concerns over the nation's health continue to loom over the snacking sector, only a minority of snack eaters worry about calories or fat when choosing a snack, while three in four focus on taste. Fewer than two in five see price as important, boding well for the sector in the recession.

## What have we found out?

- Nine in ten British adults eat snacks between meals, nearly half of them on a daily basis. There are in total an estimated 13 billion at-home snacking occasions a year, and 6.4 billion occasions on the go.
- Tangible benefits are key for healthy snacks looking to attract women. Just over five million women see low fat content as important in snack choice, four million deeming low calories significant.
- Over-55s account for four billion at-home snacking occasions a year, far more than any other age group. They are the most likely group to place importance on snacks being convenient to eat, natural and high in fibre, making these key attributes for brands hoping to unlock this pool of demand.
- Top-end snacks could win favour as affordable luxuries offering a momentary escape from the recession mode for the 23 million snackers who do not see price as important in snack choice.
- Associating a snack brand with relaxation and positivity, whether through choice of ingredients, brand collaborations or interactive media, could appeal to the nearly five million women who snack when stressed.
- Nearly 15 million adults eat snacks when they are bored. Brands providing entertainment for example through on-pack or online content could win greater loyalty among this sizeable group.

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EMEA: +44 (0)20 7778 7151  
Americas: +1 (312) 932 0600  
APAC: +61 (0)2 8284 8100