

Consumer Snacking - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Strong openness to healthier characteristics in indulgent snacks offers good news for the industry as it faces PHE’s sugar and calorie reduction targets. That snacks are widely seen as a good way to boost your nutritional intake signals scope for healthier formulations to also focus on ‘positive’ nutritional credentials to win favour, moving the dialogue beyond just controlling sugar, fat or calories.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Strong openness to healthier characteristics in indulgent snacks**
- **Snacks enjoy high acceptance as a way to boost nutritional intake**
- **Snacks can play a role as energising or relaxing**

The UK is a nation of snackers. 95% of adults report to snack, with a sizeable 66% of these doing this on a daily basis. The young are the biggest snackers, with both repertoires of foods snacked on and frequencies rising in this age group. With an ageing population, keeping snacks on people’s menus even as they age remains a key challenge for the market.

Hunger is the biggest motivation driving people to snack and messages centred on combatting it remain relevant. However, snacking has evolved beyond this, with half of snackers not citing hunger as a reason to eat between meals. The importance of drivers such as cravings or wanting to treat oneself demonstrates the strong link snacking has with emotional needs, a link further underscored by the use of snacks as an antidote to the stress of our busy lifestyles.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Snacks are challenged to cut sugar and calories

Healthy choices are less important when it comes to snacking

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 Vegan claims continue to grow
 Vegetables gain prominence
 World cuisines continue to inspire NPD
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Me-time is pushed by Galaxy and Lindt

Sharing and connecting people remain key themes

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Cadbury focuses on generosity

Sweet brands want to help people connect

Focus on flavours and the sensory experience continues

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Nākd makes TV debut with flavour focus

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In sweets...

...chocolate...

...and crisps

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The Consumer – What You Need to Know

'Everybody' snacks

Treats share the lead with fresh fruit in snack choice

Two in three snack daily

Home is the most popular place to snack

Snacks help fuel the workforce

Hunger is top snacking motivation

Emotional needs drive many people to snack

Half of snackers are adventurous

Snacking triggers guilt for many

Making indulgent snacks healthier would appeal to many

Taste is important throughout the day

Health is a greater priority in the morning

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'Everybody' snacks

Treats share the lead...

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