

# AMERICANS ARE GETTING SNACK TO HEALTH

From treats to quick meal replacements, snacks are deeply rooted in the American diet. In fact, snacking is growing, but perhaps not in the areas you'd expect. With the rising interest in clean label and plant-based eating, healthy snacks such as hummus and smoothies are changing the snacking landscape in America.

## SNACKING IN THE U.S.A.



of Americans snack daily<sup>1</sup>



of Americans snack two or more times per day<sup>1</sup>

## THE SNACKING CATEGORY IS CHANGING

Health & Wellness Snacking

+6%

(3 yr. CAGR 2016-2018)<sup>2</sup>

Conventional Snacking

-2%

(3 yr. CAGR 2016-2018)<sup>2</sup>

## AMERICANS WANT FRESH AND FREE FROM

75%

of Americans want snacks that are guaranteed fresh<sup>2</sup>

56%

of Americans avoid preservatives or additives<sup>2</sup>

## PROTEIN AND PLANTS ARE LEADING THE SNACK PACK

56%

of Americans believe they need more protein in their diet<sup>2</sup>

Plant-based snacks are expected to grow  
+8.7%  
CAGR by 2028<sup>3</sup>

76%

of Americans think plant-based protein is healthy<sup>2</sup>

### SOURCES:

1 Mintel 2017, Snacking Motivations and Attitudes,

2 Mintel 2018, The Future Of "Fresh"

3 FMI 2018, Plant-based Snacks Market: Rising Consumer Preference for Vegan Food Driving Revenue Growth: Global Industry Analysis 2013-2017 and Opportunity Assessment 2018-2028