

# trending now **SNACKING**



Insights and Category  
Management

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 **Ventura Foods**<sup>®</sup>

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# Snacking's Here to Stay

## Snacking between meals is showing an upward trend

- 2013 = 2.3/day
- 2018 = 2.9/day
- 18- to 34-year-old age group is also the least likely to follow traditional eating patterns; they're more likely to eat whatever and whenever they want.
- **Younger consumers are pushing this demand for snacking**, meaning the trend is here to stay.

## Look for:

- **Gen Zers to drive snack trends**, as they're the generation most likely to order a snack at a restaurant
- **Afternoon consumption** of snacks to continue to be the dominant daypart, but with innovation from morning and evening on the rise

2.8

average number of snacks consumers eat in a day

31% of Younger Consumers Snack more than 3x/day

Nuts and Dried Fruit

# Reimagined Favorites

Operators are reformulating fan-favorite entrees, appetizers, desserts and sides for the snacking occasion.

**Fries, pizza, mac and cheese, quesadillas, bread and doughnuts** are especially finding new snack preparations.

- Kono Pizza, which has locations around the U.S., serves both classic and dessert pizza cones that are created as on-the-go snacks. And recently, Toppers Pizza introduced Pretzel Bites. These classic and approachable comfort foods reworked into nontraditional formats provide a **mix of familiar and unfamiliar**.

## Look for:

- **Bite-sized items** to especially find momentum at quick serves as treats that are easy to eat on-the-go
- **Fried foods** to be the most prevalent, such as Donut Fries (a la Dunkin') or Deep-Fried Avocado Bites (a la Yankee Stadium's new Bareburger eatery)
- **Flavorful Dips** are a key partner to these emerging savory and sweet snacks!

## Comfort Food

is the leading word consumers say best describes the food they crave



Fried Avocado

# Amped Up Veggie Snacks

**Cauliflower, carrots, Brussels sprouts, artichokes and other trendy vegetables** are getting put front and center as snacks. Operators are featuring them in **new preparations or with bold sauces or global ingredients** to amp up the appeal. One of the reasons vegetables are increasingly finding momentum in snacks is because when asked how they think their snacking behavior will change in the coming two years, consumers' top response is that **they think they will begin to eat healthier snacks**, and vegetables definitely align with that.

## Look for:

- More **local and seasonal veggie snack preparations** swapped in and out regularly
- **Nontraditional preparations** of common vegetables
- Nontraditional vegetables to blossom on snack menus, including **regional specialties** such as Southern okra or **less-common varieties** such as squash blossoms



**36%**

**of consumers ages 18-34 are snacking more on healthier food now compared to two years ago**

*Fried Cauliflower*

# Retail Rules

- Where are consumers buying snacks? Retail dominates snack sourcing, with **75% of consumers' snack purchases from a retail location** and just 25% from a foodservice location.
- This isn't too surprising as packaged retail snacks are an easy grab during a regular grocery shopping run, and the fact that **71% of snacking occasions are at home** (versus 29% away from home).
- IRI indicates **60%** of consumers want fresh snacks vs. processed
- Meat, Cheese, Cracker, Dessert Snacks up **6.5%** in 2019

## Look for:

- Foodservice operators to drive snacking occasions by offering **off-peak discounted pricing** on certain items
- **Younger consumers to continue to drive snack traffic at foodservice**, forcing retailers to step up their game, particularly with prepared-food snacks
- Consider bundled solutions for **sauce and dip to provide the grab and go** experience consumers are demanding



# Natural Enhancements

**Functional snacks** that benefit physical, mental and emotional health are on the rise.

**Beauty boosters** such as collagen, ingredients that promote **cognitive function or memory performance** such as turmeric and **stress relievers** such as karkade are all showing growth in snacks.

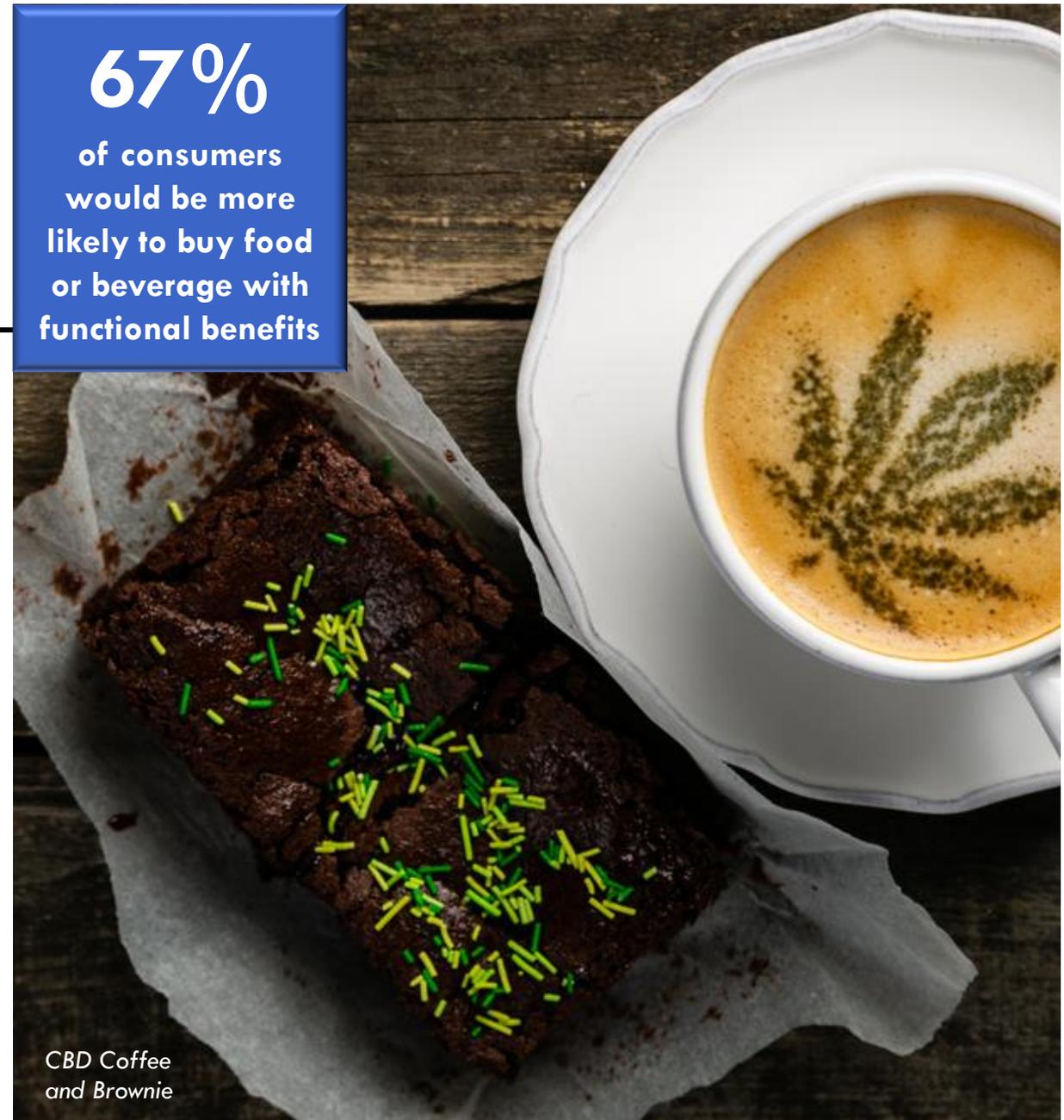
Operators are touting these benefits directly on the menu. And one of the trendiest ingredients to watch right now in the snacking space (and food industry as a whole) is CBD, the nonpsychoactive component of cannabis known for **promoting relaxation**.

Constellation Brands (Corona Beer, Mondavi Wine, Svedka Vodka) recently made a \$4B investment in a Canadian Cannabis Company

## Look for:

- **New ingredients** to emerge in snacks on top chain menus featuring natural enhancements
- **Cannabis** to continue to be a major topic of conversation in foodservice, and snacking to be a place where operators may start to develop more CBD products, as legislation and regulations allow
- Monitor the growth in this area as Gen Z's mature as this herb is legalized in various states and more readily available

**67%**  
of consumers  
would be more  
likely to buy food  
or beverage with  
functional benefits



CBD Coffee  
and Brownie

# Takeaways

## 1

- Snacking is the new normal for the manner in which consumers eat. 3 identified meal times are turning **into 6 – 7 smaller meals** per day.
- Consider how to leverage a flavor enhancer such as a dressing or a dip into these smaller, on –the-go eating occasions to create more craveability and flavor into the item

## 2

- Traditional family favorites are taking on a smaller, snackable size allowing for hearty and full sensory snacking experience. Additionally, veggies are becoming front and center as consumers seek more healthful snacking options.
- As more nontraditional preparation and regional vegetable types emerge, consider how to enhance the flavors through identification of distinctive sauce partnerships. Consider the sensory profile of the veggie and what would best balance the experience – savory, salty, sweet, bitter, sour, umami

## 3

- Functional snacking through foods and beverages are showing no slow down in growth in both retail and foodservice.
- Growth of turmeric, Kombucha and collagen are providing benefits consumers are looking for around inflammation, gut health and beauty.
- Stay open to including functional ingredient callouts to highlight the value to the consumer and create distinctiveness in the item.