



Snacking Away

WHAT'S DRIVING SNACKING PURCHASES?

Snacking has been on the rise for several years, but how often are people snacking, and what are they choosing? *Progressive Grocer*, along with sister company EQ Research Solutions, interviewed 500 consumers who have household responsibility for grocery shopping to find out how often they snack and what products are driving their purchases. Fewer than 7 percent of respondents snack once a week or less, but younger Millennials (5.6 percent) and Baby Boomers (6.6 percent) are the most likely to limit snacking to less than once a week. Older Millennials and Gen X are the “snackiest” generations, with 74.4 percent of older Millennials and 72.2 percent of Gen Xers snacking at least once a day. Survey respondents were sourced via **ProdegeMR**, reinventing the market research process by taking a respondent-first approach. Visit www.prodegemr.com for more information.



Two-thirds of all respondents surveyed indicate that they snack at least once a day, and more than half replace traditional meals with snacks at least sometimes. Among those who do, this is most common at lunch; 76 percent report choosing snack foods for their midday meal.

Protein was the top factor in snacking health concerns, with 46 percent of all respondents citing it as a quality that they look for. However, a quarter of respondents noted none of the snacking qualities listed (protein, portion control, organic/natural, non-GMO, gluten-free, allergen-free) as something that they were looking for in snack food.

Younger Consumers Most Likely to Replace Meals With Snacks

How often do you replace full meals with snack foods?

	Younger Millennials	Older Millennials	Generation X	Baby Boomers	Mature/Silents
Very often	5.6%	4.7%	3.0%	2.4%	3.6%
Often	20.4%	14.0%	11.8%	7.1%	7.1%
Sometimes	51.9%	48.8%	43.8%	31.0%	42.9%
Rarely	20.4%	27.9%	30.8%	38.7%	35.7%
Never	1.9%	4.7%	10.7%	20.8%	10.7%

Base: All respondents

Men, Older Millennials More Likely to Choose Cookies

Which snack foods do you purchase?

	Male	Female	Younger Millennials	Older Millennials	Generation X	Baby Boomers	Mature/Silents
Chips	85.2%	77.8%	74.1%	83.7%	84.6%	80.4%	75.0%
Fruit	73.4%	78.5%	72.2%	86.0%	76.9%	72.0%	71.4%
Crackers	70.1%	72.4%	68.5%	70.9%	71.6%	70.8%	78.6%
Nuts	72.5%	67.4%	57.4%	67.4%	73.4%	70.8%	75.0%
Cookies	73.0%	64.8%	59.3%	79.1%	68.0%	68.5%	60.7%
Cheese	62.3%	74.3%	57.4%	64.0%	67.5%	70.8%	96.4%
Popcorn	54.1%	62.1%	42.6%	61.6%	60.9%	58.9%	57.1%
Nutritional Bars ¹	57.8%	53.6%	61.1%	67.4%	60.4%	47.0%	32.1%
Candy	50.8%	59.0%	51.9%	55.8%	56.8%	53.6%	57.1%
Vegetables	45.5%	57.9%	48.1%	48.8%	52.1%	52.4%	64.3%
Pretzels	47.5%	49.4%	35.2%	47.7%	55.6%	45.2%	53.6%
Other Salty Snacks	39.3%	43.3%	35.2%	38.4%	45.0%	39.3%	53.6%
Snack Cakes	38.1%	35.6%	29.6%	37.2%	40.2%	36.9%	28.6%
Meat Snacks/Jerky	36.5%	33.3%	35.2%	39.5%	43.8%	25.0%	25.0%
Other Sweet Goods	22.1%	31.4%	31.5%	27.9%	26.0%	25.0%	32.1%
Other	1.6%	0.8%	0.0%	0.0%	1.2%	1.2%	7.1%

¹ (e.g., Protein Bars, Energy Bars, Granola Bars)

Base: All respondents

