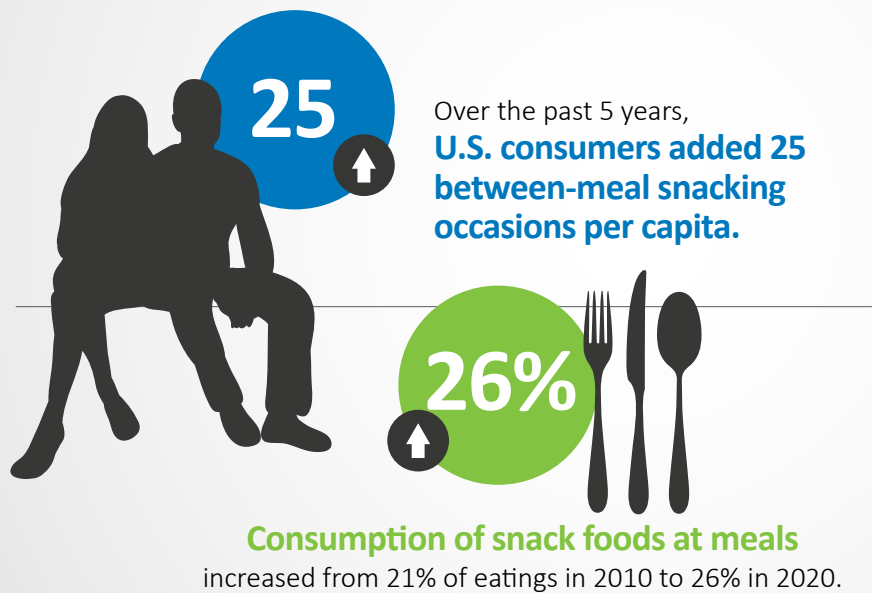


The Changing Role of Snack Foods

America is a nation of snackers, and we're no longer as averse to snacking as we once were. Instead, snacks are viewed as a way to have a quick bite between meals or a convenient meal side. **Here's a closer look at evolving snacking behaviors.**



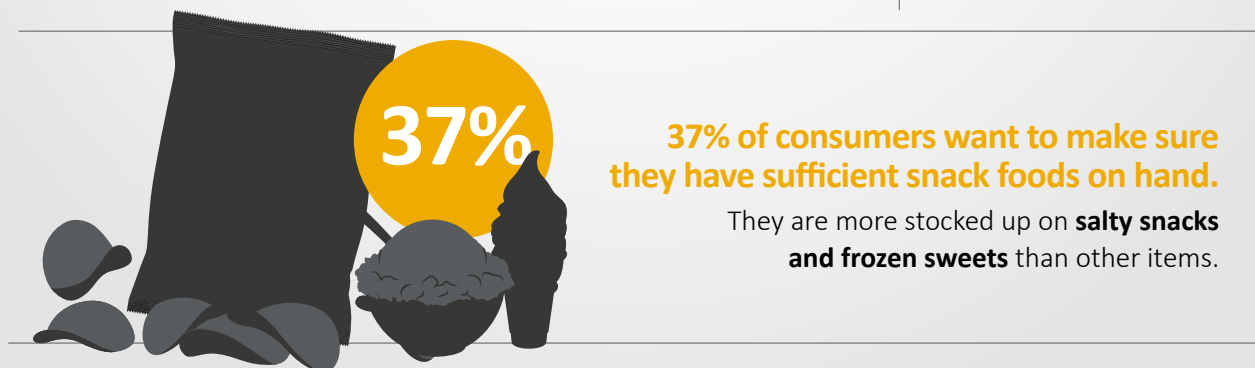
Key drivers
when it comes to snacking and selecting snack foods throughout the day:

TASTE

SATIETY

BEING A FAVORITE

BEING EASY TO EAT



Although snacking was already on the rise prior to the COVID-19 period, snacking and snack food consumption have accelerated. Snacking is woven into U.S. consumers' daily lives, and related behaviors are evolving ... which is good news for food and snack marketers.

Source: The NPD Group/Eating Patterns in America, 2020

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

