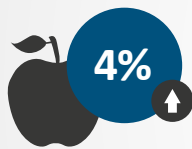


Snacking While Staying at Home

In the early stages of the COVID-19 crisis in the U.S., consumers filled their shopping carts to the brim with foods, beverages, and snacks they felt would tide them over for the stay-at-home period. In the past, challenging economic times led to growth in snack foods as most meal occasions shifted to the home. Snacks were used as small, affordable indulgences or as meal stand-ins and accompaniments.

Here's a closer look at what's happening with snacking in today's environment.



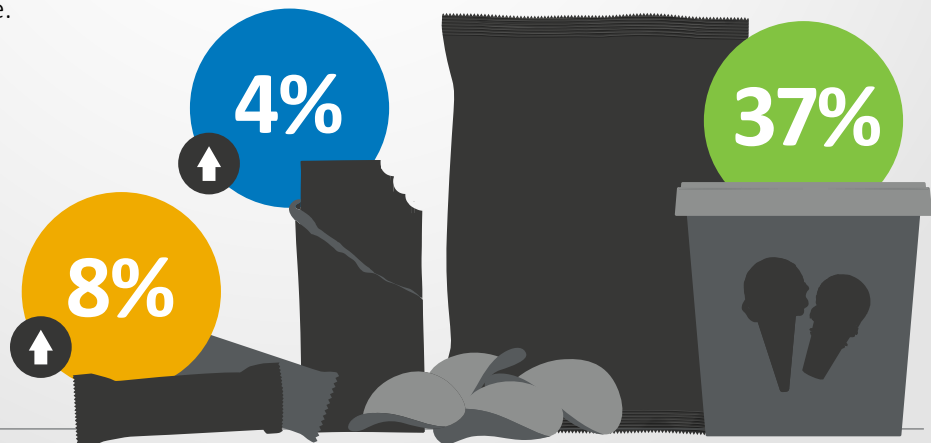
In-home, between-meal snack occasions were up 4% in April.

4% more snack occasions came from pantries or were sourced from retail in April, driven by a combination of increased snacking rates and foodservice snacks shifting to the home.

37% of consumers said they wanted to make sure they have sufficient snack foods on hand during this period.

They stocked up more on salty snacks and frozen sweets than other food items.

Snack food consumption grew 8% in April as **consumers sought comfort from savory and sweet snacks while staying at home.**



In-home snacking habits are changing to accommodate new shopping and work-from-home patterns. The roles of comfort and enjoyment are likely more important to snacking now compared to during the last recession given the dual stressors of financial and public health concerns. You can use our deep data and industry expertise to understand changes in snacking behavior and plan for recovery and growth.

Source: The NPD Group/NET® COVID-19 Pantry & Food Strategy Tracker/Pantry Study, 2 weeks through April 16, 2020

Get more insights like this. To learn more, contact your NPD representative, call 866-444-1411, or email contactnpd@npd.com.

