Snack foods play an important role in consumers’ daily lives, especially for younger generations like Gen Alpha (under 10 years old). Understand the full view of snacking, from consumers’ changing life stages to their routines, to inspire action over the next three years. Take a closer look at three growing trends worth watching …

1. Nearly 40% of kids aged 2 – 5 decide on their own which snack food they’ll eat. This age group will balance convenience and indulgence in the future.

2. Wellness-driven snacking needs will grow in younger generations, while Gen X (aged 42 – 57) will balance wellness with indulgence.

3. Millennials’ (aged 26 – 41) needs will shift toward grab-and-go and convenience-driven snacking.

Source: Circana/Future of Snacking, U.S., 2023

IRI and NPD have come together to form Circana. Our new Future of Snacking reveals the generations driving consumption and shifting behaviors. Our unparalleled technology and deep industry expertise provides the most complete view of snacking so you can align your business with the biggest growth opportunities.

Learn More
Contact your Circana account representative, call 866-444-1411, or email contactus@circana.com.

About Us
Circana is the leading advisor on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data and deep expertise, we provide clarity that helps almost 7,000 of the world’s leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

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