



Euromonitor
International

Revisiting the Fundamentals of Snackification

September 2023

Table of Contents

INTRODUCTION

Scope

Key takeaways

Exploring The Evolution of the Snacking and Eating Occasion

Drivers of The Evolution of the Snacking and Eating Occasion

The Evolution of the Snacking and Eating Occasion uncovered

FITTING PRODUCTS FOR EXPANDING OCCASIONS

More considered approaches are being witnessed in where and what snacks consumers buy

Rise in mobility pushes growth in shareable, mini and globally-inspired snacks

The industry must remain attentive to routine needs and tailor product to fit the occasion

INTUITION IS UNDERScored IN HEALTHY SNACKING

The feel-good element to permissible indulgence is expected to rise

YumEarth is incorporating “better for you”, intuitively healthy elements that consumers seek

The industry should strive to maintain the indulgent, feel-good elements of healthy snacking

ACTING IN AN ERA OF INFLATED VALUE

Snack price increases are reshaping expectations for the snacking occasion

Brands are set to launch offerings that enhance the range of snacking moments

Innovations must expand on multiple fronts in order to meet rising value expectations

CONCLUSION

Key takeaways

The Evolution of the Snacking and Eating Occasion: How to win

Future of The Evolution of the Snacking and Eating Occasion

Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/revisiting-the-fundamentals-of-snackification/report.