



SNACKING

OPPORTUNITIES IN THE FOOD AND BEVERAGE SPACE

2022 TREND REPORT BITE



SNACKING IS STILL ON A ROLL

A little bite here, a little nosh there, maybe a sip later on. As consumers, we're snacking throughout the day and for a variety of reasons. Snacks are sustenance, nutrition and indulgence – sometimes a combination - and can be mindful or rather mindless, depending on the occasion. And with pretty much anything constituting as a snack these days, consumers today are still all-in on snacking whether between meals or in some cases in place of meals. In fact, As of mid-2022, core snacking was up 10% in dollar sales over the previous year, outpacing total food and beverage sales. With so many options, snacks run the proverbial gamut in formats and flavor and open up opportunities for food and beverage makers to deliver on whatever tastes that people are craving.



75%

Of adults surveyed in 2022 said they snack at least once a day

70%

Of consumers say that new and interesting flavors are important when snacking

Flavor Notes

With so many people snacking and so often, all flavor options are on the table — or in the grab-and-go package, as the case may be. And as consumers have become more adventurous in recent years, snacks reflect the broader taste horizons.

What's trending right now? Globally-inspired flavors are coming on strong in salty snacks, especially Asian flavors, and the heat is on for spicy profiles in chips, crisps, crackers and other items in this category. In sweet snacks, there's a certain escapism associated with flavor, as a taste of the far-away tropics are infused in candies, cookies, ice cream novelties, drinks and other items. Consumers are also looking to savor sweet snacks with nostalgic flavors, often with a twist. Then there's the great mashup, with sweet-salty duos and unexpected flavor additions, like dessert snacks with a spicy kick or snacks made with warming spices like cardamom, turmeric and cinnamon. Also, consumers are gravitating towards specific flavors – not just vanilla but Tahitian vanilla; not just barbecue, but Carolina barbecue or Mexican barbacoa.

PRODUCTS OF NOTE



GOOD & GATHER CHICKEN THAI BASIL SPRING ROLLS is a frozen snack is made with cabbage, carrot, scallions and Thai basil seasoned with ginger and garlic with a sweet chili sauce included. It contains no artificial flavor, colors or preservatives.

50% of consumers said that they likely or definitely would buy this product.



POST PEBBLES SHAKE UPS! SWEET & SALTY CEREAL SNACK MIX includes Birthday Cake Pebbles Boulders, Waffle Crisp and salted pretzel bits.

37% of consumers said that they likely or definitely would buy this product.



79% OF RESPONDENTS

in Mondelez's research said that their definition of what constitutes a snack has evolved over the past three years.



58% OF CONSUMERS

look for global flavors when selecting snacks.



44% OF PEOPLE

between the ages of 35 and 55 want snacks with "exotic" flavors

Source: Hartman Group, Mintel

Better Bites

Snacks that offer value for health, wellness, global responsibility and sustainability are part of a more holistic eating approach. Better-for-you snacks encompass products with some kind of “free from” description as well as offerings that are enhanced with nutritionally positive ingredients. High protein snacks fall under that umbrella and are as popular as ever, with inventive takes on traditional formats. Better-for-the-planet snacks are also marrying basic cravings with a desire to leave a lighter footprint on the earth. Mindless snacking has its place but increasingly, so does mindful snacking.

“As consumers snack more now — and the survey found increases in snacking throughout the entire day — healthier snacks win out in the morning, with 43% of consumers picking up fruits. Later in the day, however, the snacks get less healthy. The most popular evening and late night snacks include those that are salty or savory, candy or chocolate, and cookies, cake or ice cream.”

— FOOD DIVE



PRODUCTS OF NOTE



LESSER EVIL X RIND ORGANIC CHERRY LIME POPCORN features a fusion of organic extra virgin coconut oil and real fruit powder from upcycled limes and cherries. This product is claimed to be a good source of fiber, and to provide 40% less fat, 33% more fiber and 20% fewer calories than a typical oil-popped popcorn.

41% of consumers said they likely or definitely would buy this product.



DANG LEMON MATCHA FLAVORED KETO BAR is a low-sugar snack made from plant-based whole foods and Asian flavors for mental focus and low-carb lifestyles. The plant-based, kosher and keto certified product is free from GMO and gluten and contains 3g of sugar, 5g of net carbs and 9g of protein.



ANNIE'S BIRTHDAY CAKE ORGANIC GRAHAM SANDWICHES are made with naturally flavored birthday cake creme inside and are said to have sprinkles in every bite. The sandwiches contain no artificial flavors, synthetic colors or high fructose corn syrup and are GMO free.

23% of consumers said that they likely or definitely would buy this product.

Drink Your Snack

Sure, folks love to reach for a bag of salty snacks as they sit down to stream a show, and munch on cookies or candies while at their desk. But in today's everything-goes snacking environment, beverages are snacks, too, bridging the gap between meals or just enjoyed in place of a traditional breakfast, lunch or dinner. It could be an immunity smoothie, energy drink, over-the-top milkshake or creative mocktail, but it's more of the main attraction than an accompaniment or chaser to food.

“On par with snacks and snacking occasions being ubiquitous, beverages are increasingly playing a role in consumers’ everyday lives...the Hartman Group’s Modern Beverage Culture report documents how consumers have become constant sippers. Among its findings, 65 percent of consumers said they always have a beverage on hand, including 73 percent of millennials, 63 percent of Gen Xers and 58 percent of baby boomers.

– CS NEWS



PRODUCTS OF NOTE



BOBA BAM INSTANT BROWN SUGAR BOBA PACK is made from the ground cassava root, boiled and formed into small balls, features distinctive chewiness, which is said to deliver a very satisfying mouth feel, and can be enjoyed in just 60 seconds. The microwaveable product can be added to milk, tea or smoothies.

31% of consumers said that they likely or definitely would buy this product.



EVOLUTION FRESH ORGANIC DEFENSE UP COLD-PRESSED FRUIT JUICE SMOOTHIE is described as a satisfying smoothie of bright citrus and tropical fruits including orange, pineapple, mango, apple and acerola.

35% of consumers said that they likely or definitely would buy this product.



CAMPBELL'S WELL YES! BUTTERNUT SQUASH & SWEET POTATO SIPPING SOUP is a vegetarian and microwaveable product containing 40% daily veggies and 170 calories, free from GMO and added sugar. The heat, sip and go product retails in an 11.1-oz. pack.

43% of consumers in a GNPD panel said that they likely or definitely would buy this product.

Source: Grocery Dive, 9to5mac.com

THE TAKEAWAYS

Even with all of the changes in the marketplace over the last couple of years, one constant has been consumers' fondness for snacking. What they may be eating might have shifted a bit – perhaps to health and wellness snacks or maybe to snacks with classic flavors that remind them of their youth – but it's clear that consumers of all ages are snacking day and night. Food and beverage makers can pique people's snacking interest with interesting flavors and unexpected pairings, like sweet-hot overtones, that score high on taste panels. So where does your brand fit in the snacking space? We can help you determine your "what's next?" Let's get started.



SOURCES

- Mintel
- Mintel GNPD
- TikTok
- Advantage Solutions
- Hartman Group
- Food Dive
- Grocery Dive
- 9to5mac.com
- Pinnacle Foods

YOU DESERVE MORE. LET'S GET STARTED.

What does true partnership look like? You deserve a flavor partner ready to turn these trends into the tangible.

Let FONA's market insight and research experts get to work for you. Translate these trends into bold new ideas for your brand. Increase market share and get to your "what's next." Our technical flavor and product development experts are also at your service to help meet the labeling and flavor profile needs for your products to capitalize on this consumer trend.

From concept to manufacturing, we're here for you – every step of the way. Contact our sales service department at [630.578.8600](tel:630.578.8600) to request a flavor sample or chat us up at www.fona.com/contact-fona/



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