

Redefining balanced snacking

Consumers want snacks that deliver both **purpose and pleasure**

How consumers want to change their snacking habits



49%



want to eat more **healthy** snacks



34%



want to eat more snacks that **keep** them fuller longer

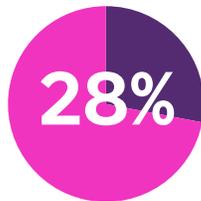


16%



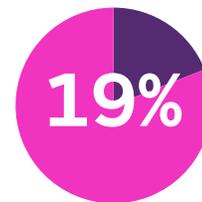
want to consume more **indulgent** snacks

Snacking motivation combinations



Nourishment
+ Pleasure

Purpose and pleasure increasingly coexist on the same snacking occasion



Optimization
+ Pleasure

Modern snacks don't force a tradeoff — they deliver satisfaction and intention together.

Source: *Snacking 2024: Balancing Intent with Indulgence*, Hartman Group