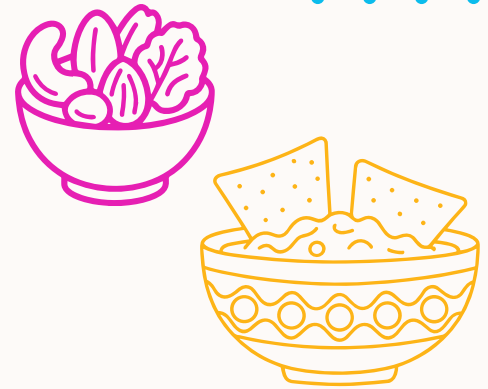


When snacks become the meal

Nearly half of consumers now replace traditional meals with snacks, reflecting a growing demand for convenience and flexibility throughout the day.



44%

Replace at least one meal with snacks every week
(+4 pts vs. 2024)

Most commonly replaced meals:



Breakfast



Lunch

Why snacks are replacing meals

Consumers are looking for eating solutions that require:



Less planning



Minimal preparation



More flexibility

Instead of preparing a traditional meal, many consumers keep snacks available so they can eat whenever hunger strikes.

91%

Buy snacks ahead of time so they always have something available.



What this means for brands

As preparation becomes a barrier to traditional meals, brands that offer snack-like convenience can better meet evolving consumer routines.