SNACKING BEHAVIOR

During COVID-19



More than

About the same

61

This week's insights were collected Friday, May 8 - Sunday, May 10 among a general population of n=300 U.S. consumers age 21+.

Snacking is on the RISE!

Popcorn

Crackers

People are snacking more during the pandemic, with salty snacks and baked goods seeing the biggest gains. Snacking happens throughout the day, often to satisfy cravings.



Of consumers have been snacking during the COVID-19 pandemic

Changes in Snacking During COVID-19

[% Consumers Who Snack/Snack On Items]

before COVID-19 before COVID-19 **OVERALL SNACKING** 44 Salty snacks 49

Less than

Baked goods 44 Ice cream/Frozen treats

Candy/Confectionary Chocolate 59

Prepackaged cookies 56 28

Fruit/Vegetables 65 26

Dried fruit, trail mix, nuts or seeds 64

Snacking cheese Yogurt 66

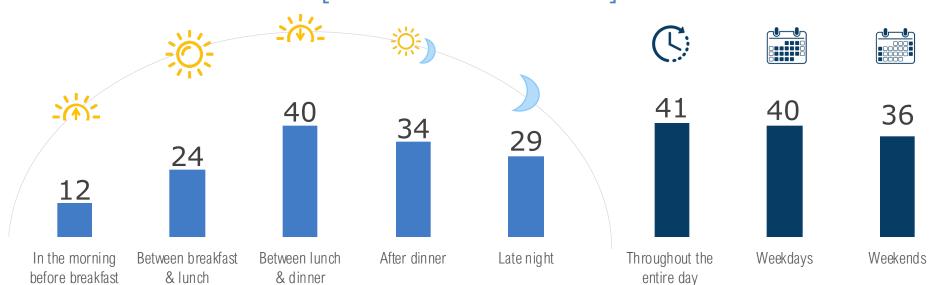
Refrigerated snack combos or lunch kits 59

Protein or energy bars 62

Dried meat snacks 64

Prepackaged vegetables & dip 69

Snacking More During Day Parts [% Consumers Who Snack]



Top Reasons to Snack During COVID-19 [% Consumers Who Snack]



Base: Total (N=300)

- Q1: During the COVID-19 pandemic, would you say you are snacking...
- Q2: How has your frequency of eating the following types of snacks changed, if at all, during the COVID-19 pandemic? I have been eating...
- Q3: Do you find yourself snacking more, less, or about the same as before the COVID-19 pandemic during each of the following dayparts/times? I am snacking... Q4: Please select all the reasons why you've reached for a snack