



FMCG Gurus

**Snacking Trends:
The Four Trends
that Matter!**

2021



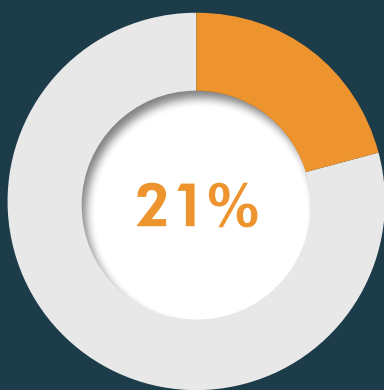
Consumer Experts, Insight Driven

Trend 1: Better for You, Not Best for You

Consumers have two primary conflicting wants, taste, and health. Consumers tend to prefer snacks they deem as suitable for their healthy lifestyle while allowing them to mitigate the struggles of maintaining good health.

Consumers are indulging in snacks as a form of escapism to deal with the everyday pressures of life. Connected to this is the credit-debit approach to food that consumers use.

Consumers will eat only healthily for a certain period to justify uncompromised consumption elsewhere. Despite this approach taken by consumers, by their own admission, they are becoming less disciplined.



Of global consumers who snack on chocolate say that they have less attentive to calorie content over the last twelve months.

One effective way of appealing to the modern day consumer is to include what macronutrients the product is free from or low in. This needs to be balanced with claims being authentic and of significance. Consumers are aware of what their food contains and this increase in knowledge has been accelerating with consumer attitudes to health after covid. As a result, it is important that brands position products as conveniently nutritious, offering great taste, with authentic and natural ingredients.



27%

Of global consumers who snack on **confectionery** say they have sought out products with fewer calories over the last twelve months.

25%

Of global consumers who snack on **chocolate** say they have sought out products with fewer calories over the last twelve months.



This highlights the opportunity of appealing to half of global chocolate consumers by appealing to their need of health claims and taste. Although a number of consumers are seeking out better-for-you options it is important that brands and manufacturers find the key balance between taste and nutrition. This balance will be seen as lucrative to consumers and will encourage impulse purchasing and trade-up.

40%

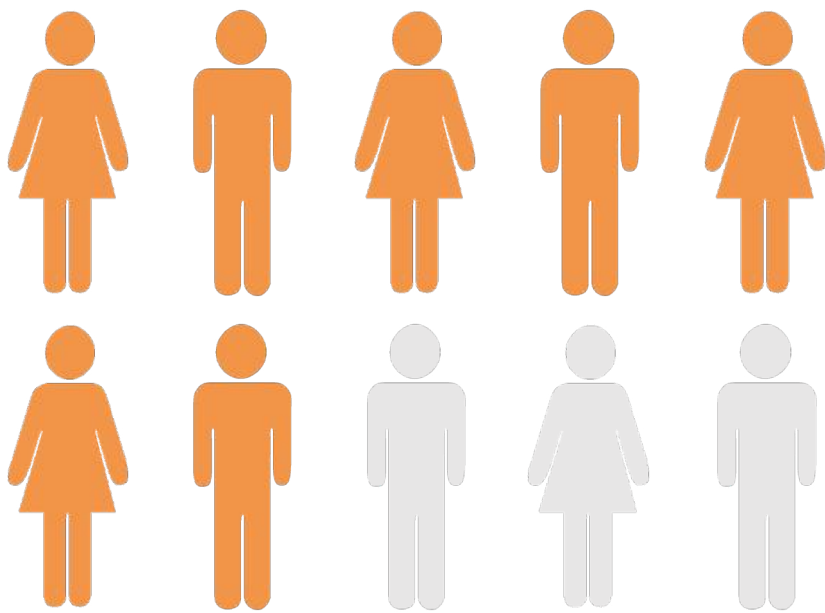
Of consumers say that they have sought out healthier chocolate options over the last twelve months.

38%

Of consumers say that they have sought out healthier confectionery options over the last twelve months.

Trend 2: Taste First, Think Second

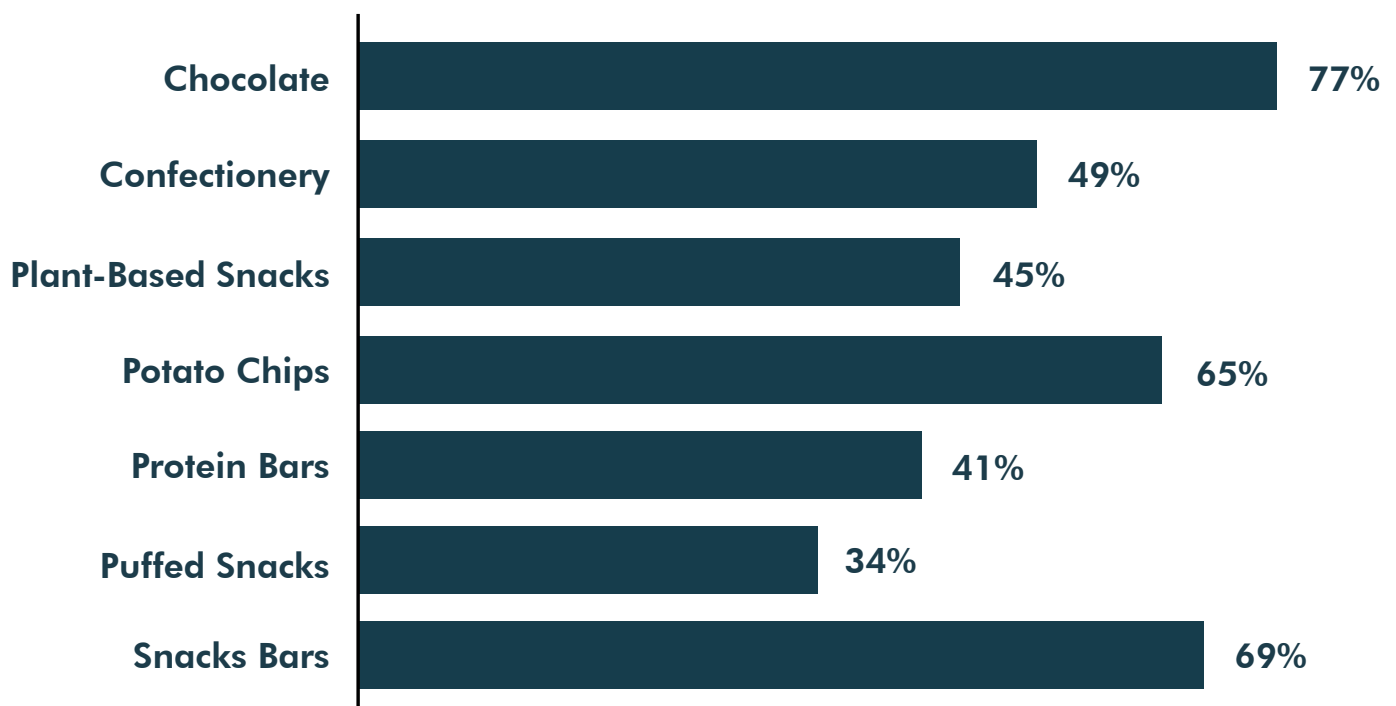
Premium flavors have increased in demand in two different ways. Flavor innovation is being demanded by consumers with products that appeal by sensory perception, nostalgia, and adventure. Experimental flavors that challenge sensory perceptions are being consumed out of consumers' intrigue. A notable snack with extensive experimentation, and a good example within sensory perception is the chocolate market with the accompanying statistics showing that consumers recognize this.



74%

Of consumers say that they like products with new and unusual flavors.

Categories in which consumers like to see new and unusual flavors.

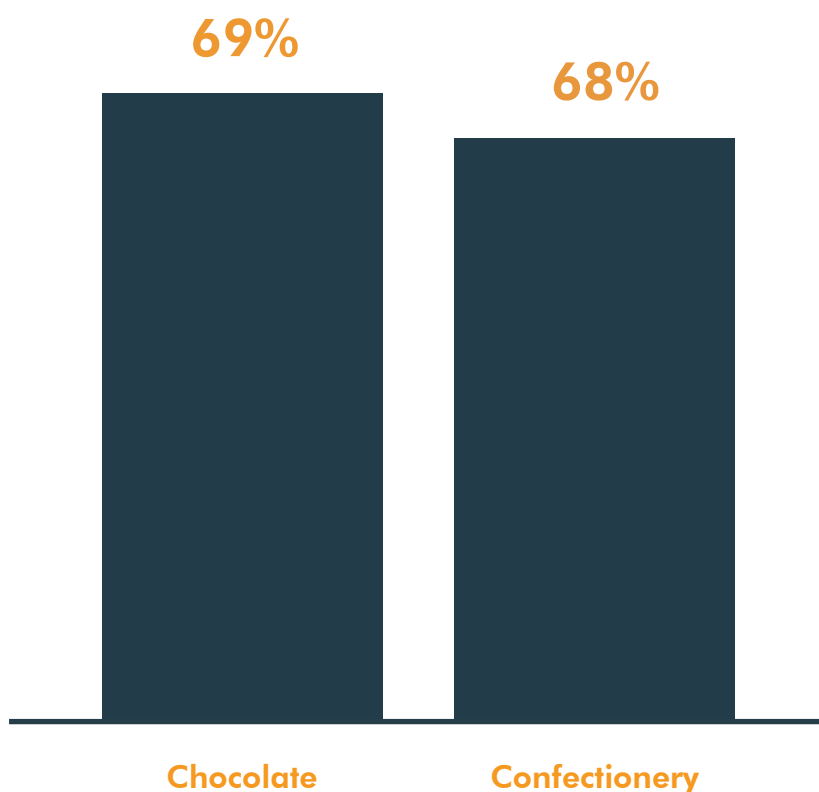


Trend 3: Proactive Living

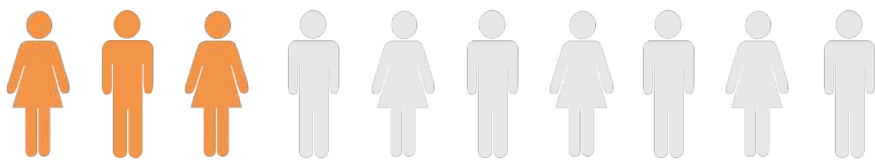
Consumers are becoming increasingly aware of how their food intake has affected their physical health. **23% of consumers describe their diets as unhealthy (2020).** This factor has been exacerbated by the covid pandemic with the average decrease in physical exercise, the ability for consumers to manage their weight by burning calories has diminished. This has resulted in an increased number of consumers attempting to diet more often.

76% Of global consumers say that they plan to eat and drink more healthily throughout 2021 as a result of COVID-19.

Proportion of consumers who say that they have sought out snacks that are low in sugar/sugar-free over the last twelve months.



Consumers are purchasing products to address mental health. Key need states that have gained popularity in this category include relaxation and sleep. Consumers are willing to use snack products with functional ingredients that help improve their mental wellbeing. Although some concerns about safety exist, there is an opportunity for snack brands to target the mental wellness market by promoting ingredients that help aid relaxation, alleviate stress and improve sleeping habits.



32% of global consumers say they are seeking out more mood boosting foods as a result of COVID-19 (2021).



60% of global consumers say that they are interested in products that help them relax and unwind (2020).



Trend 4: Safe & Secure

Linked to the onset of the covid pandemic, consumers are more attentive to 'sourced locally' claims due to associations this has with safety. The safety considerations that consumers are taking into account is the idea of reducing handling of food in production, the quality of ingredients and freshness and transparency of production methods. Consumers want to shield their household from covid and so choose foods that they perceive to have had less human contact. For example, fruit being pre-packaged.

Consumers are becoming less brand loyal as trust deteriorates towards big corporations. This needs to be addressed by brands and manufacturers. When presenting the message of transparency, producers should aim to build a story-based brand in order to induce a sense of comfort from the consumer about production methods and quality of ingredients.



70%

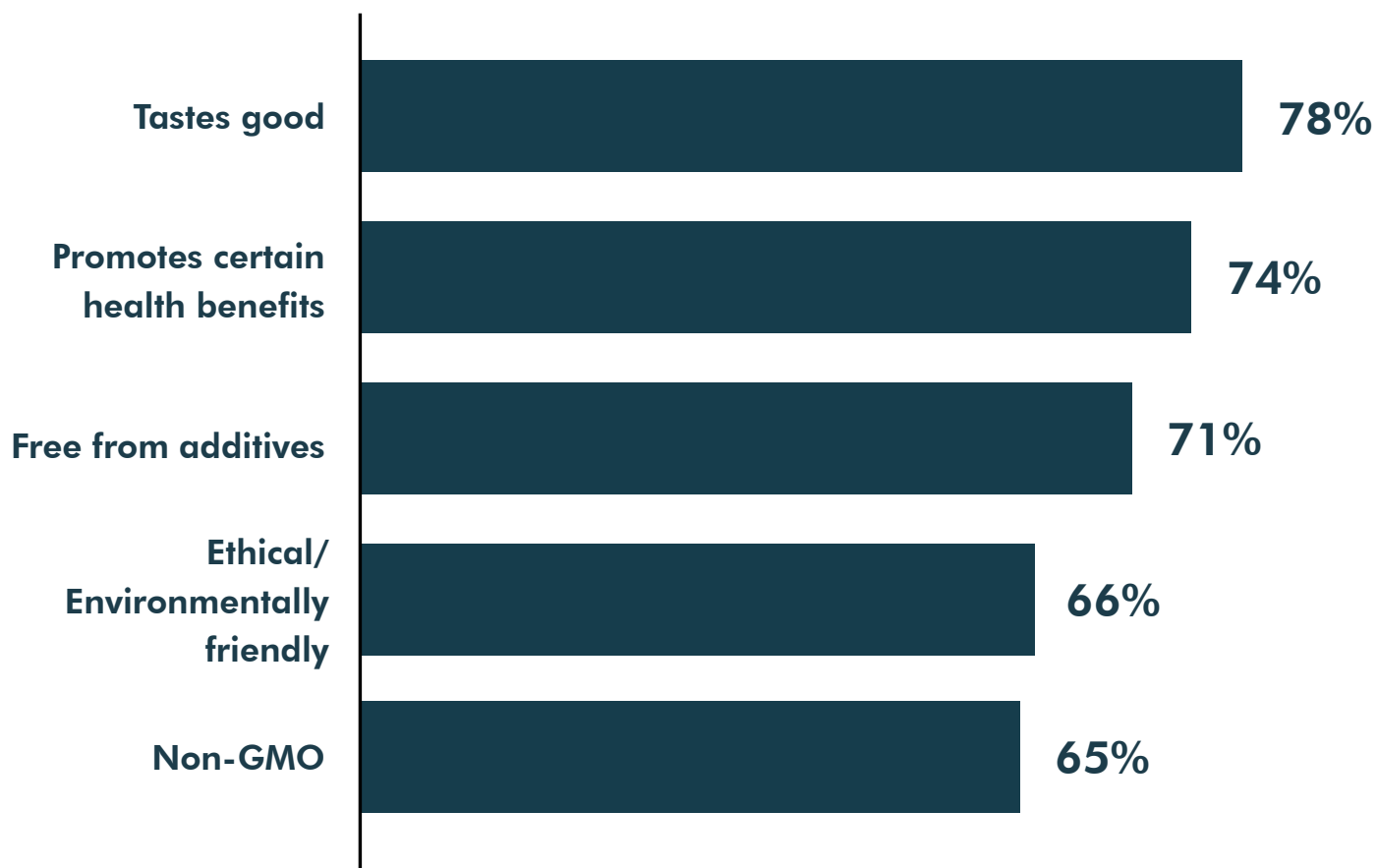
Of global consumers say that they are now more attentive to natural ingredient claims (2021).





Irrespective of financial concerns, consumers are still willing to trade-up on snack products that offer maximum value. At a time when consumers are being more value-orientated, it is crucial that snacking products align with consumer need states in order to encourage trade-up. FMCG Gurus research shows that consumers are willing to trade up for a number of different attributes, taste being the key factor.

Top five product attributes that global consumers are willing to trade-up for when buying food and drink. The product...



Appendix

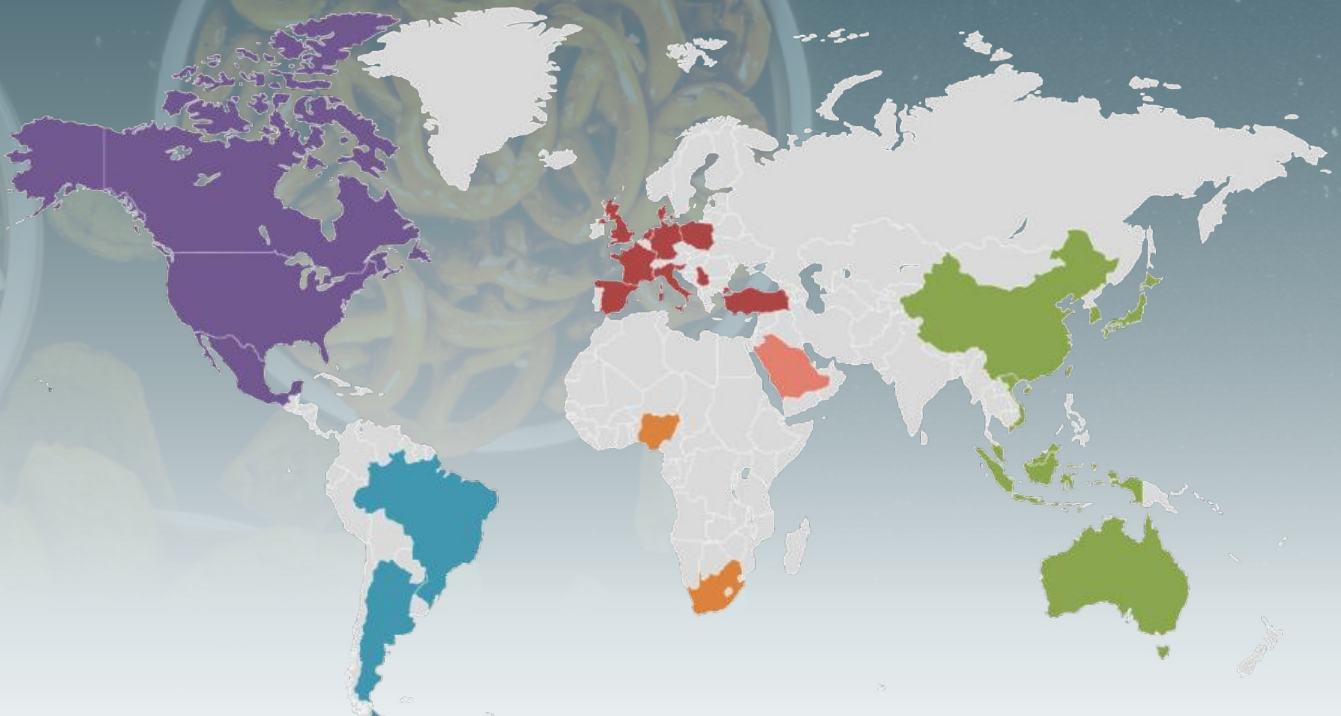
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Better for You, Not Best for You – Consumers are looking to snacks as comfort food to deal with some of the struggles of everyday life, this fact exacerbated by the covid pandemic. This conflicts with their health aim and so there has been an increase in demand for products that showcase their healthy side however, tastes just as good as they desire.

Taste First, Think Second – When it comes to flavors in the snacking market consumers are seeking out two key features. Firstly, consumers are either likely to experiment with new flavors that offer small moments of indulgence, or secondly, traditional flavors that provide moments of comfort and escapism.

Proactive Living – Consumers are becoming increasingly conscious of their physical and mental health. This has created demand for products that help consumers sleep and relax and that lessen the guilt of indulgence.

Safe & Secure – Especially in the wake of the pandemic, consumers feel a need for their own health and for the duty of maintaining their families' health. As a result, they seek transparency in production methods and protection of their food from human contact.



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