

Global snacking

# The rise of the snacker

May 2022

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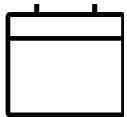
# The data behind this presentation



Online survey on YouGov panel



National representative sample  
of adults (over 18y/o) in each  
country N=2000



Fieldwork: 28th- 31st March 2022

**YouGov<sup>®</sup> RealTime**

**YouGov<sup>®</sup> Profiles**

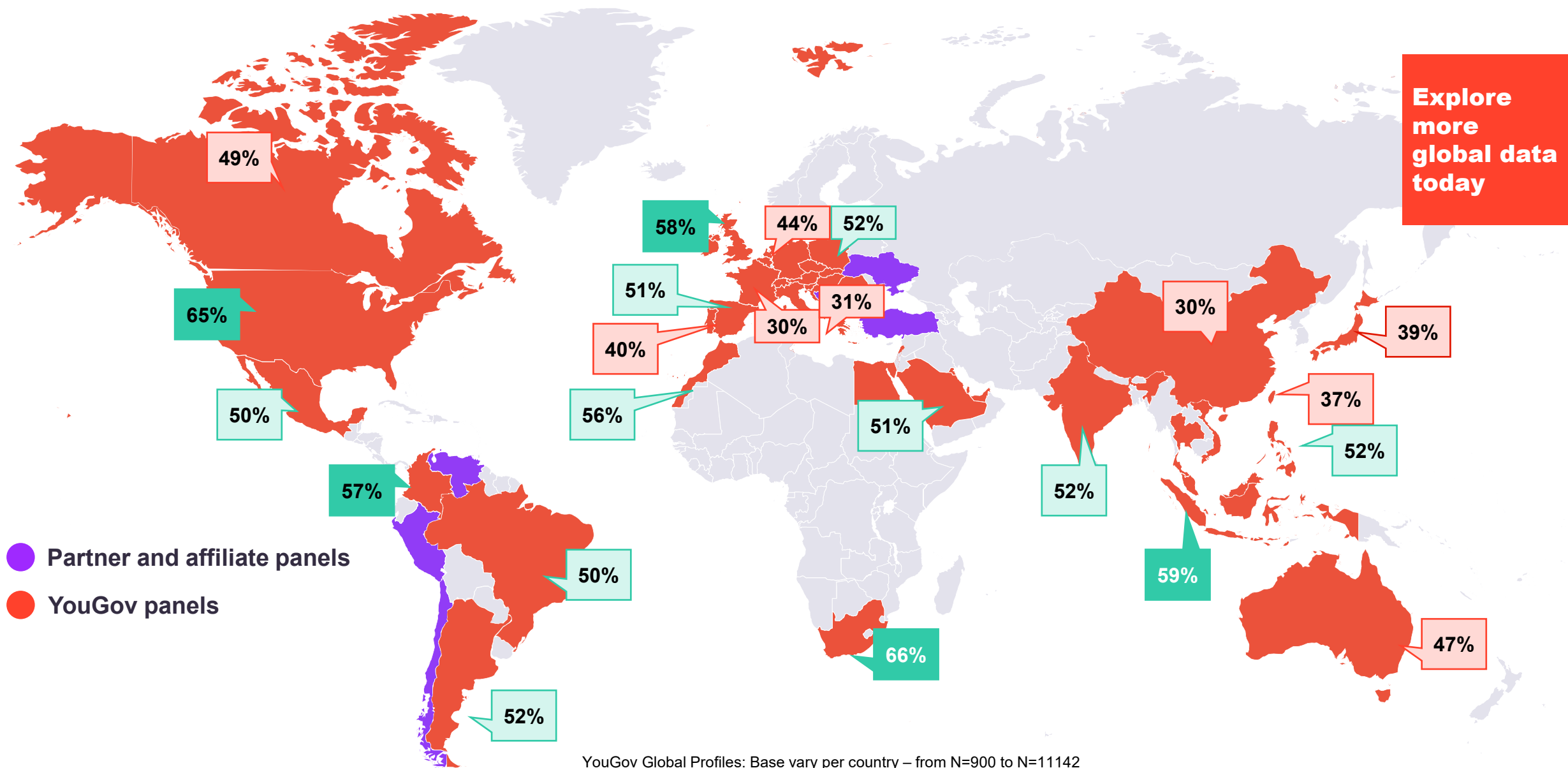
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# ► Snacking preferences

# Snackers around the world

% snackers based on the question : “I often snack between meals”



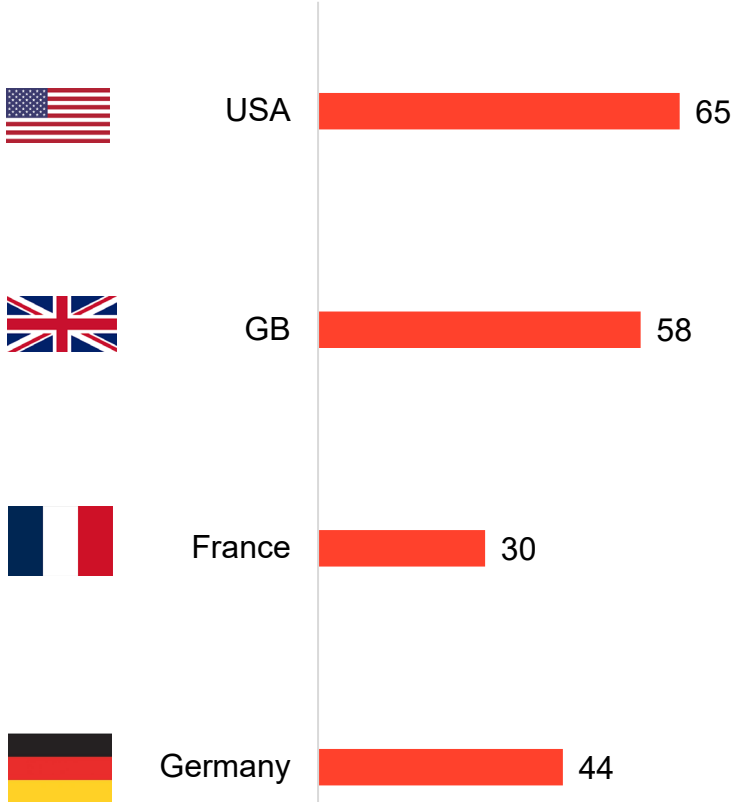
Explore more global data today

YouGov Global Profiles: Base vary per country – from N=900 to N=11142



# More snackers in USA and GB

I often snack between meals (%)



N>2000 per country

Estimated  
Market sizing  
(amongst adult population)

166 300 k

30 300 k

8 500 k

30 400 k



Want insights  
on these  
consumers?  
Launch your  
own survey



# USA: Snacker customer profile

## Who they are?

Demographic insights

Snackers are more likely to be younger females with middle or low income.

They define themselves as snackers and often eat out of boredom, knowing that healthy eating is not for them.

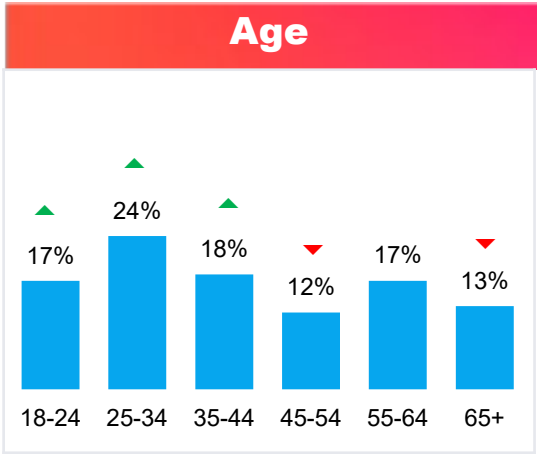
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YouGov® Profiles

Gender		
Female	53%	▲
Male	47%	▼

Income		
Higher	7%	▼
Middle	45%	=
Lower	35%	▲
Not say	13%	▼

Parents kids >18 y/o		
Yes	26%	▼



Household size		
1	17%	▼
2	30%	▼
3	19%	▲
4+	31%	▲

Ethnicity		
White	65%	▲
Hispanic	14%	▼
Black	12%	▼
Asian	3%	▲

Sexuality		
Heterosexual	80%	▼
LGBTQ+	17%	▲

Interest in		
Video Game	11%	=
Automotive	11%	=

Psychographics

"I often treat myself to food that isn't good for me."

"I wish I could stop thinking about food."

"I've learned to accept that healthy eating and running just aren't for me."

"I sometimes eat out of boredom, not hunger."

"I can't resist a fancy packaging."



# USA: Snacker customer profile

## What they do?

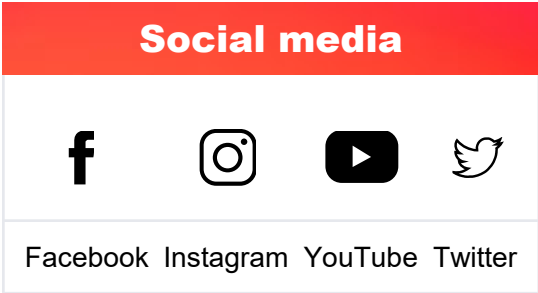
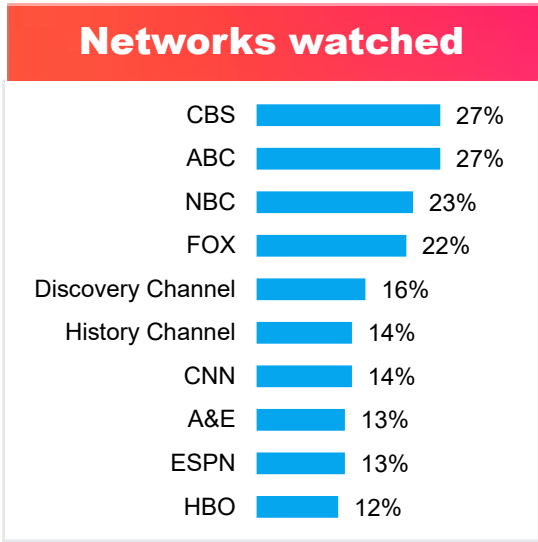
Demographic insights

American Snackers spend about 1-5 hours a week watching live TV. When they do, it's most likely going to be CBS Or ABC.

They spend about 6-10 hours a week surfing the web, checking out Facebook, Instagram, YouTube, or even Twitter.

They admit to being quite receptive to advertising which can influence their purchase.

Positive ratings (Last 30 days)		
1	Morgan Freeman	85%
2	Denzel Washington	81%
3	Keanu Reeves	76%
4	Eddie Murphy	76%
5	James Earl Jones	75%
6	Danny DeVito	74%
7	Samuel L. Jackson	74%
8	Harrison Ford	74%
9	Sean Connery	74%
10	Will Smith	74%



Type sponsorship noticed		
1	Product placement (eg film or TV)	29% ▲
2	Sponsor of an event (eg: sport or festival)	29% ▼
3	Sponsor TV program	26% ▲
4	Sponsor user-generated content (eg: YouTube or podcast)	24% ▲

Media consumption	
TV – Streaming	Less than 5 hours per week
TV – Live	1-5 hours per week
Browsing	6-10 hours per week

Opinions about advertising

"Receiving letters / e-mails in the mail from brands can influence my purchase decisions"

"I often notice adverts on the internet"

"Adverts outside my home affect how I see a brand"

"I enjoy watching advert with my favorite celebrities"

"I expect advertising to entertain me"

"Advertising can help me choose what I buy"





# GB: Snacker customer profile

## Who they are?

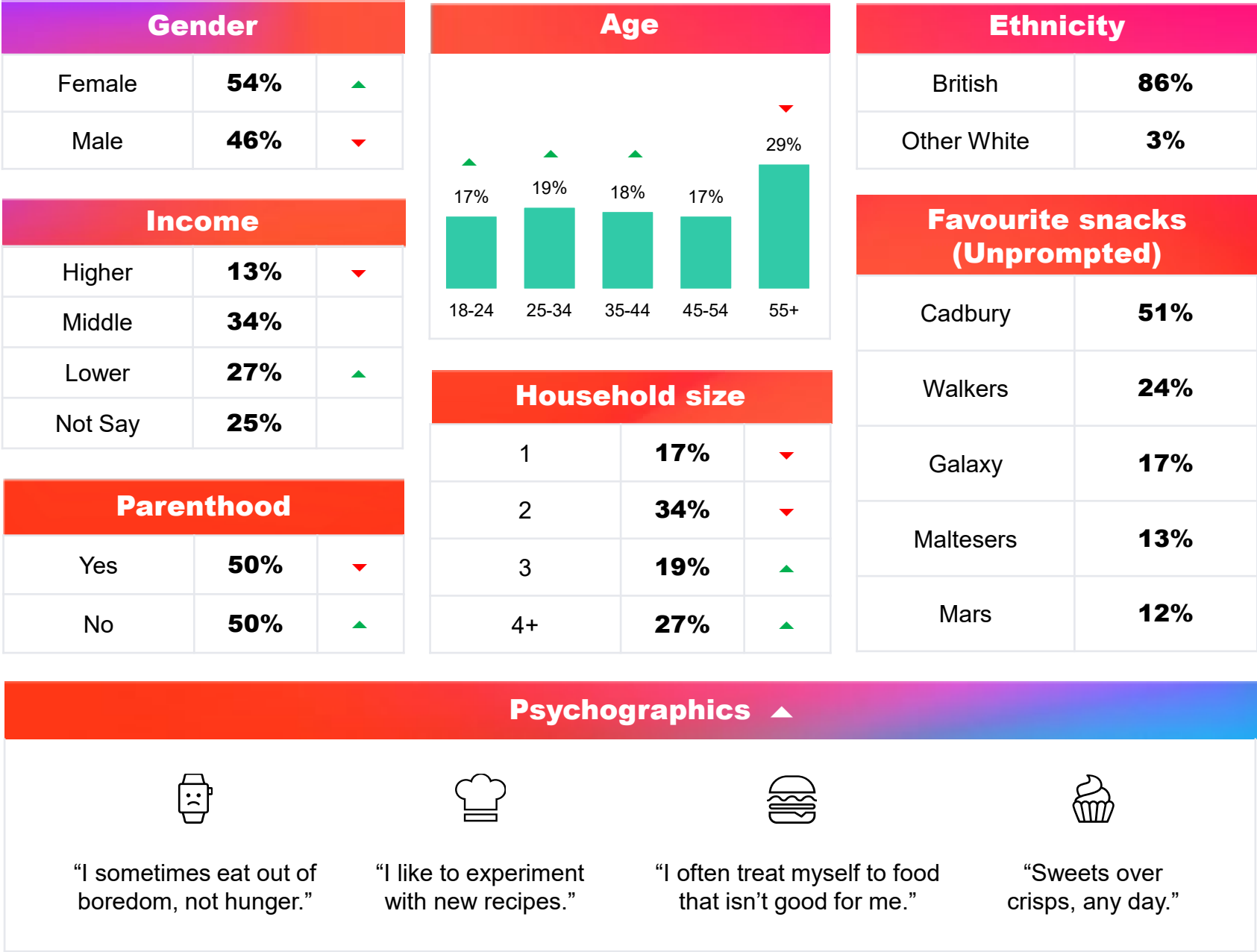
Demographic insights

Snackers are more likely to be young females with middle or low incomes.

They admit they sometimes eat out of boredom and can treat themselves to food that is not good for them.

[Contact us for more insights](#)

YouGov® Profiles





# GB: Snacker customer profile

## What they do?

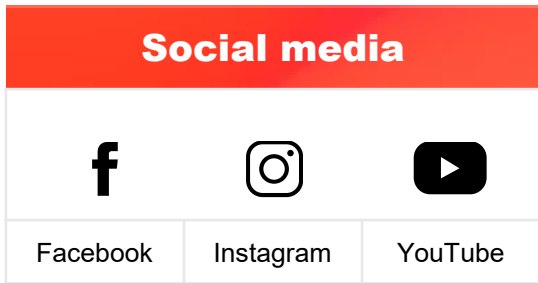
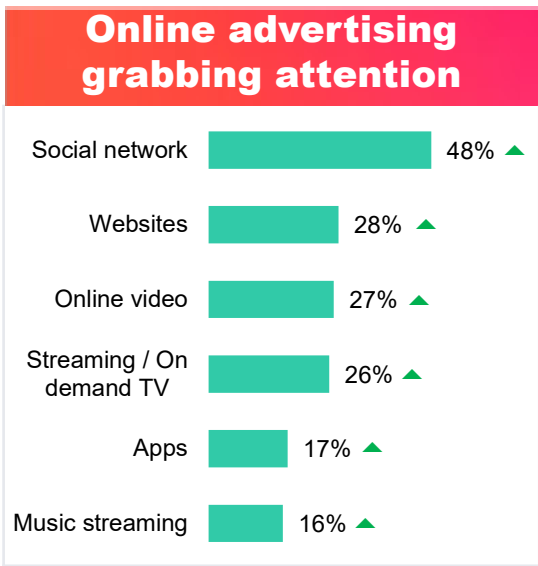
**Snackers insights**

Online advertising and in particular social networks grab their attention, as they spend a fair amount of time online (6H-10H a week).

They also watch TV, particular comedies, crime drama, entertainment, or even TV sitcom.

They tend to agree on the fact of being influenced by advertising.

Top programs watched		
1	Comedy	52% ▲
2	Documentary	51% ▼
3	Drama	49% ▼
4	Crime Drama	46% ▲
5	Entertainment	42% ▲
6	TV news	37% ▼
7	TV Sitcom	36% ▲
8	True Crime	34% ▲
9	Food, Drink & cooking	32% ▼
10	Game show & competition	30% ▲



Type sponsorship noticed		
1	Sponsor TV program	40%
2	Sponsor of an event (eg: sport or festival)	32% ▲
3	Product placement	32% ▲
4	Sponsor Team event	24%
5	Sponsor User generated content	22% ▲

Media consumption	
Internet browsing	6H to 10 H per week
Listening radio	1H to 5 H per week
Watching live TV	1H to 5H per week

**Opinions about advertising**

“Advertising helps me choose what I buy”

“I love recommending things for people to try”

“Billboards showing dynamic content like breaking news capture my attention”

“I often notice adverts in trains”

# Why do we snack?

**53%**

Want it to fulfill  
my hunger

**46%**

Want a snack that  
keeps me going



Consideration – TOP 5



Nat rep		
1	M&M's	42%
2	Doritos	42%
3	Lay's	41%
4	Oreo	39%
5	Cheetos	36%

N=1649-16876



Snackers		
1	M&M's	44%
2	Doritos	43% ▲
3	Lay's	43%
4	Oreo	39%
5	Cheetos	39% ▲

N=647-6949



Nat rep		
1	Kit Kat	36%
2	Maltesers	33%
3	Galaxy	31%
4	Wispa	26%
5	Twix	25%

N=22831-23010



Snackers		
1	Kit Kat	37%
2	Maltesers	35% ▲
3	Galaxy	34% ▲
4	Wispa	29% ▲
5	Twix	26% ▲

N=8350-8442



Nat rep		
1	St Michel	36%
2	LU	33%
3	Bonne Maman	29%
4	Petit Ecolier	23%
5	Delacre	21%

N=11822-11957



Snackers		
1	LU	33%
2	St Michel	30% ▼
3	Bonne Maman	28%
4	Milka	25% ▲
5	Kinder Bueno	24% ▲

N=2500-2545



Nat rep		
1	Haribo	42%
2	Milka	34%
3	Ritter Sport	32%
4	Lindt	28%
5	Goldbären	24%

N=7719-15248



Snackers		
1	Haribo	45% ▲
2	Milka	36% ▲
3	Ritter Sport	32%
4	Kinder Schokolade	28%
5	Lindt	26% ▼

N=2,732 – 5,233

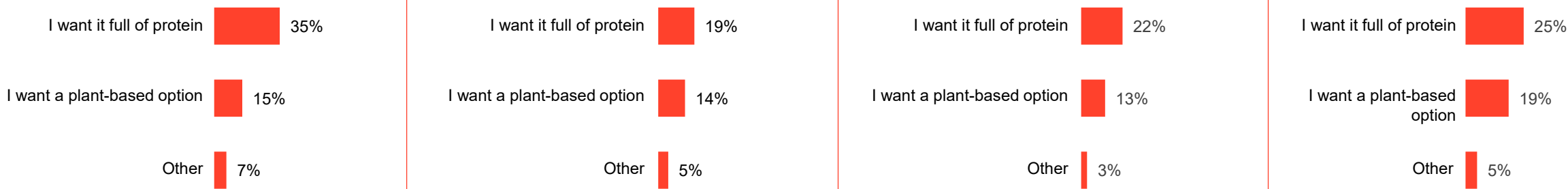
# Fulfilling hunger with a convenient and healthy snack

What are you looking for first and foremost in healthy snacks? (several answers possible)



Get more consumer insights

▶ [Book a meeting and request a free sample copy of the full report](#)



# Interested in more consumer insights?

## The snacking market

- Market share and consumer trends
- Getting to know the snackers
- How to reach the snackers
- Regional differences to consider
- Brand perception and trends

## Snacking & health

- What are consumers looking for first and foremost in healthy snacks?
- Who are the healthy snackers
- Food concerns
- Regional differences
- The potential of snacks with added vitamins

## Sustainability

- Is there a market for sustainable snacks?
- Which snack brands are rising among green consumers
- The impact of being perceived as environmental and socially responsible

[Contact us for more insights](#)