



SNACK TRENDS

2022-2023

TOPLINE SUMMARY



1

About Us

2

Mattson Proprietary (Fun!) Snacking Stories

3

Background Snacking Stats

4

Mattson Retail Snack Trends

1

About Mattson and Snacking

We are an employee-owned team of food and beverage strategists, insights pros, food scientists, and scale-up specialists. And we love to snack!

We not only track trends, we live and breathe them, by conducting product innovation research with consumers, and taking our clients into the field to taste the trends as they emerge.

We do a lot of snack innovation and development, mostly because what's trending is where our clients are spending their innovation time and money.

And these days, snacking is a big part of consumers' lives. We think this snackification will be around for the near future. That's what we're working on: the future of food and beverage.

Here's a peek into what we're snacking on at Mattson, showing a range of indulgences, BFY and BFTP options, because we're all consumers first, professionals second, and every now and then ya' just need a bag of Doritos!





2

MATTSON PROPRIETARY (FUN!) SNACKING STORIES

Mattson Monthly Consumer Omnibus Test Results

*3 Questions, General Population, matched to US population
Fielded August, 2022
n=316*



When it comes to snacking...

have you ever combined foods or flavors that one might not think go together but are actually really delicious to you?



YES

44%



NO

56%

Barbecue chips and cottage cheese.

BBQ sauce on anything!

Room temperature **leftover pizza** with **BBQ sauce** on top.

Yogurt and grapefruit.

Popcorn and soft licorice candies are great together in the movie theater.

I like **dipping pizza** in milk.

I like **peanut butter and cheese sandwiches.**

Peanut butter and dill pickle sandwich.

3

BACKGROUND SNACKING STATS



On average,
consumers are
snacking

2.7
a day



Gen Zs and Millennials
are fanatical for snacks:
5+ SNACKS A DAY!



Source: IRI 2021 Snacking Survey % of Consumers

60%
of people say they snack to
"treat myself"

The thrill is f'real:
1/3
of snackers are motivated by
the search for a new flavor.²

60%
of consumers say
premium snacks
are worth
paying extra¹

SNACKS ARE INDULGENCES

85%
say, when indulging, they
don't want to
sacrifice flavor³

²FONA International, WHAT'S NEW IN SNACKS? 2021 Category Insight

¹IRI 2021 Snacking Survey % of Consumers
³Mondelēz International State Of Snacking 2021 Global Consumer Snacking Trends Study

67%

of consumers
want snacks that are
fun to eat



51%

of consumers look for
**authentic or
unique snacks**



SNACKS ARE ENTERTAINMENT



67%

of consumers
often eat snacks
**just for enjoyment,
not hunger**



52%

of consumers like to
eat snacks that
**add excitement
their diet**

Source: IRI 2021 Snacking Survey % of Consumers

Bottom line...

consumers **love snacks** and **increasingly eat in a snackified manner:**

People are **snacking A LOT**.
The **younger they are, the more they snack**.



People use snacks to **stick to, enhance, and improve** their **own, personal eating strategies**.



People look to snacks for **entertainment (fun)**, which is **different** than how they view **meals (functional)**.



Those who buy **better-for-you** snacks are also interested in **future-friendly ingredients** that deliver on taste, health and address key **sustainability issues** such as climate change or food waste¹



#1 environmental impact

on consumers' food choices is **availability of low waste packaging**.²



85%

want snacks from companies that are **working to offset their environmental impact**.²



¹FONA International, WHAT'S NEW IN SNACKS? 2021 Category Insight

²Mondelēz International State Of Snacking 2021 Global Consumer Snacking Trends Study



4

RETAIL SNACK TRENDS

TREND 1

BFTP: Better For The Planet

HEADLINE: The 2010s was the decade of individualized **BFY**: better for your health. The 2020s is the decade of **BFTP**: better for the planet's health.



WHAT

Brands like reHarvest, MoonShot, Kazoo, CaPao, and others are pioneering the better-for-the-planet snack space. Each of these mission-driven, socially conscious brands have a unique positioning to set them apart.

- Sustainable products are focused on using less water, fewer carbon emissions, local sourcing, and shorter supply and distribution chains.
- A certification from the Upcycled Food Association provides even more reason to believe. And buy.
- "Airly Oat Clouds are the first climate positive crackers to remove greenhouse gases from the air with every box!"

WHY

According to Nielsen, 75% of millennials are altering buying habits with environmental consciousness in mind.

- There is plenty of opportunity: BFTP is trending with consumers but no brands big or small own this space.

HOW

BFTP starts before product development starts: with a mission and commitment.

- Procuring the right ingredients and packaging are critical during product design.
- Companies like [How Good](#) are making this process easier with databases that list ingredients' environmental impact.
- Consumers will buy BFTP snacks once, but if they don't taste great, they won't stick.



**"...candy...
made possible by
fighting food
waste through
upcycling fruits
and vegetables.**

*- from the
granddaughter of the
founder of Dum-Dums
lollipop company*

WHAT

- Snacks whose reason for being is to create value from food that's normally thrown away
- Leverages waste streams that are typically sent to landfill, or used as animal feed

WHY

- Huge public focus on food waste: this is one area where people can feel like they're doing something about it.
- Huge benefits to the world if we can make this practice a part of doing business in the industry.
- Gives consumers a feel good, conscious consumption reason to purchase.
- Ostensibly low cost of goods, though it depends; the act of upcycling can add unexpected cost.

HOW

- Upcycling requires more diligence during the product development process, such as:
 - Confirming that there will be enough supply for success!
 - Stabilizing and converting waste streams into ingredients that can be used easily and safely
 - Following [Upcycled Food Association's guidelines in order to qualify for certification](#)





Want more snack trends?...

Reach out to
Contact@MattsonCo.com
for the FREE full report

343 Hatch Drive. Foster City, CA 94404 | 650.574.8824

