



2024

STATE OF SNACKING

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AGENDA

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SECTION I: INTRODUCTION, METHODOLOGY, EXECUTIVE SUMMARY



METHODOLOGY

This survey was conducted online by The Harris Poll on behalf of Mondelez from October 10-22, 2024, among 3,785 global adults ages 18 and older. The research spanned 12 markets, including: The United States (n=276), Canada (n=274), Mexico (n=276), Brazil (n=278), France (n=275), Germany (n=278), The United Kingdom (n=278), China (n=279), India (n=503), Indonesia (n=278), Australia (n=278), Philippines (n=260, and Vietnam (n=252). Other key groups analyzed include: Gen Z / Centennials ages 18-27 (n=834), Millennials ages 28-43 (n=1,496), Gen Xers ages 43-59 (n=786), Boomers ages 60-78 (n=618), and the Silent Generation ages 79-96 (n=51).



Data from studies conducted between 2019 and 2023 are referenced, each involving global adult respondents. These include surveys from October 11–November 10, 2023 (3,683 respondents), September 18–October 17, 2022 (3,530 respondents), October 5–22, 2021 (3,055 respondents), October 6–20, 2020 (6,292 respondents), and September 16–24, 2019 (6,068 respondents). All data were weighted to reflect actual population proportions, with a global post-weight ensuring equal representation of each country in the global total. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.



TOP HIGHLIGHTS OF EACH SECTION

THE EVERGREEN ROLE OF SNACKING

- **Snacking is a universal staple**, as 91% of global consumers have at least one snack per day and 61% have at least two.
- **Enjoyment of snacks is rising**, especially among young people, as 71% of Gen Z and Millennials report that they prefer to eat many small meals throughout the day, as opposed to a few large ones (up 8% from last year). 65% say they are snacking more today than they did a year ago.
- Consumers are **increasingly focused on the connection snacking provides** with 64% regularly snacking to connect with others (up 8% from last year). 71% also agree, “sharing snacks with others is my love language” (up 8% from last year) and nearly two-thirds (64%) of global consumers say they eat snacks for their social health (up 6% from last year).
- **Snacking provides a reprieve**, as nearly two-thirds (65%) of global consumers say, “Snacking helps me take my mind off the issues of the world” (up 5% compared to during the pandemic in 2020).

MINDFUL CONSUMPTION & LIFESTYLE CHANGES

- Nearly all (96%) global consumers **engage in mindful snacking behaviors**, with 81% saying they pay attention to the sensory experience of their snacks.
- **Mindful consumption has shifted from restriction to moderation**. While consumers were more focused on calorie counting and hunger management in 2019, today’s top snacking advice centers around moderation. Consumers today are also much more likely to say that they are paying attention to ingredients they believe are beneficial for their health (38%), rather than ingredients they are trying to avoid (25%).
- Quality comes to the forefront as 78% of global consumers “**prioritize overall nutritional value over calorie counts**” and 74% “prefer snacks with high quality of nutrition.”
- Younger generations are particularly likely to lean into **snacking as self-care**, with Gen Z and Millennials being much more likely to snack to boost mood, find comfort, and manage stress.

INDULGENT SNACKING IN THE SPOTLIGHT

- Consumers are looking for **intentional opportunities to indulge** as 76% agree, “when I am having an indulgent snack, I just want to enjoy it without focusing too much on the ingredients.” This is especially true in the United States (83%), Canada (83%) and the UK (82%). A similar percentage (73%) would “rather have a smaller portion of an indulgent snack than a bigger portion of a low fat/sugar alternative version,” including 86% of those in Indonesia and 80% in India.
- There is a **rising need for “me time”** as 81% say they snack to find quiet moments to themselves – up 9% from last year. During the pandemic in 2020, consumers told us that snack time is one of the few moments of peace (64%) and bright spots in their day (63%); today, an even greater percentage (77%) say, “snacking is one of the few indulgences I have these days.”
- **Appetite for cookies, biscuits and chocolate is rising** with the percentage of global consumers who eat biscuits and/or cookies at least once a week increasing 5% in the last year. Meanwhile, 73% of global consumers agree they “can’t imagine a world without chocolate” – up 6% compared to 2019.

SNACK CURATION & COMMITMENT

- Consumers are **increasingly craving new snack adventures that spark joy in their lives**, with rising numbers agreeing they “get excited when they find a new snack to try” (75%, up 7% from last year) and that they “consider themselves a snack adventurer” (67%, up 8% from last year).
- **Appetite for snack variety is being satisfied**. In 2020, 84% of global consumers said they imagine there will be more snack options to choose from in the next three years. Now, in 2024, 80% agree, “Finding the right snack has become easier as there are so many different options available.”
- Many are **seeking snacks outside of the traditional grocery environment**, with neighborhood convenience stores being especially popular in Mexico, malls standing out in Indonesia, and rest stops surging in India and Brazil.
- **Social media is gaining momentum as a source of #snackspo**, as a rising number say social media has inspired them to try a new snack in the past year (60%, up 9% in the last year). Consumers also report increasingly seeking snack information on social media (+4% in the last year), nutrition apps (+4%), online communities (+3%), and food influencers (+3%).

TASTY TAKEAWAYS TO NOTE



1

Almost **nine in 10 (87%)** agree that “Life is more fun with a bit of indulgence,” showcasing a strong consumer desire for permissible indulgence.

2

Almost **two-thirds (65%)** of younger snackers (Millennials/Gen Z) report they are snacking more than a year ago, underlining a strong commitment to their snacking habits.

3

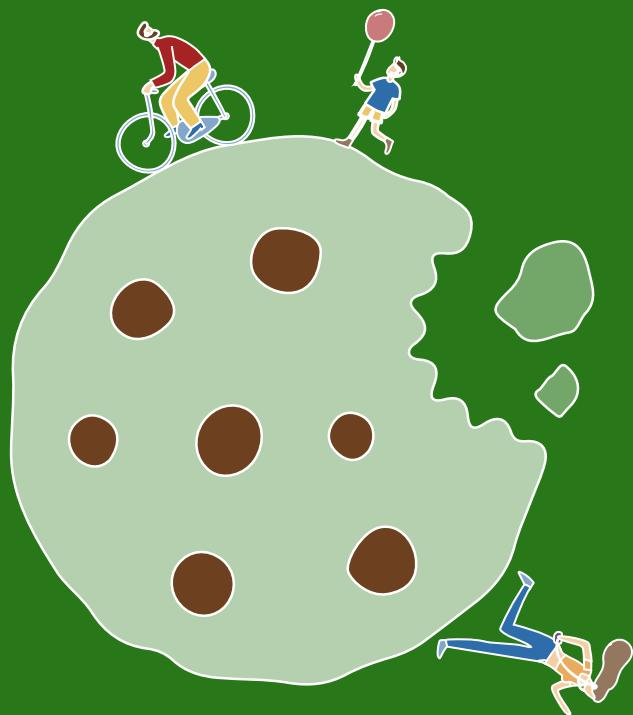
Eight in 10 agree, “Some snacks should just be for enjoyment or satisfaction,” felt especially by Canadian snackers (89%) and Filipino snackers (86%).

4

Almost **nine in 10 (87%)** of consumers say they’ve snacked in a dedicated moment or time of the day before. This rings especially true for **94%** of Gen Z and **94%** of Millennials.

5

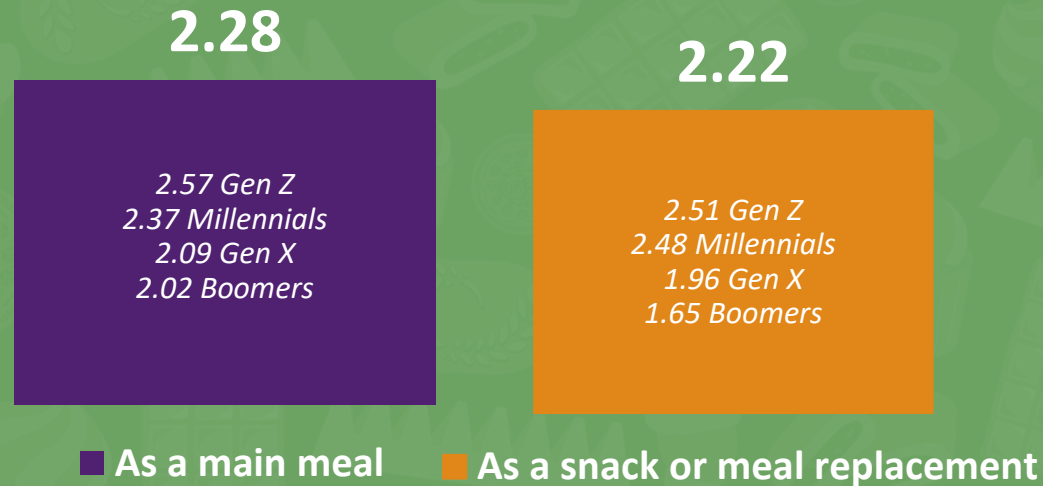
Eight in 10 agree, “Snacking is my way of treating myself after a productive day,” including 85% of Millennials and 84% of Gen Z.



SECTION II: THE EVERGREEN ROLE OF SNACKING

SNACKS CONSUMPTION IS RISING, REACHING PARITY WITH 'MAIN MEALS' IN 2024 — EVEN OUTPACING FOR MILLENNIALS

Thinking about an average day, how many times per day do you eat, drink or chew something...



THE DAILY BREAKDOWN

91% - Eat at least one snack(s) per day

63% - Eat at least two snacks per day

31% - Eat at least three snacks per day

66% say, "I couldn't live without snacks."

73% Millennials

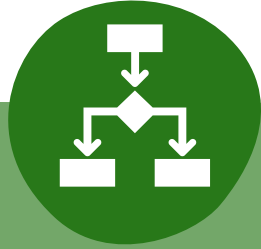
Q10: Thinking about an average day, how many times per day do you eat, drink (excluding water) or chew something... (Total n=3,785)

Q24: How much do you agree or disagree with the following statements? (Total n=3,785)



SNACKS CONTINUE TO BE MORE ENJOYABLE THAN MEALS, AND OVER HALF ARE SNACKING MORE TODAY

PREFERENCE



62% agree,

“I **prefer to eat many small meals** throughout the day, as opposed to a few large ones.”

73% Asia Pacific
70% Developing

EXCITEMENT



58% agree,

“I **look forward to the snacks** in my day, **more than the meals.**”

66% Asia Pacific
63% United States

CONSISTENCY



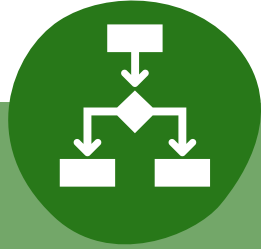
53% agree,

“I **snack more today** than I did a year ago.”

63% Asia Pacific
62% Developing

SNACKING'S MOMENTUM IS PARTICULARLY STRONG AMONG YOUNGER GENERATIONS WHO ARE CRAVING CONVENIENCE AND ESCAPE

PREFERENCE



71% Gen Z/Millennials agree,

"I prefer to eat many small meals throughout the day, as opposed to a few large ones."
(+8% compared to 2023)

Vs. 50% Gen X/Boomers

EXCITEMENT



67% Gen Z/Millennials agree,

"I look forward to the snacks in my day, more than the meals." (+6% compared to 2023)

Vs. 46% Gen X/Boomers

CONSISTENCY



65% Gen Z/Millennials agree,

"I snack more today than I did a year ago."

Vs. 36% Gen X/Boomers

SNACKING IS AN ESSENTIAL PART OF PEOPLE'S ROUTINE, WITH AFTERNOON AND EVENING SNACKING RISING

SHIFTING SNACK SCHEDULES

Global consumers report an increase in afternoon (70%, +5% compared to 2023) and evening (52%, +4% compared to 2023) snacking, as morning snacking remains consistent

ENERGY BOOST

Three-quarters of snackers say, "Snacking gives me a much-needed pick me up throughout my day," (76%).

This is especially felt by snackers in Asia Pacific (82%) and North America(81%).

CRAVING PERFECT MOMENTS

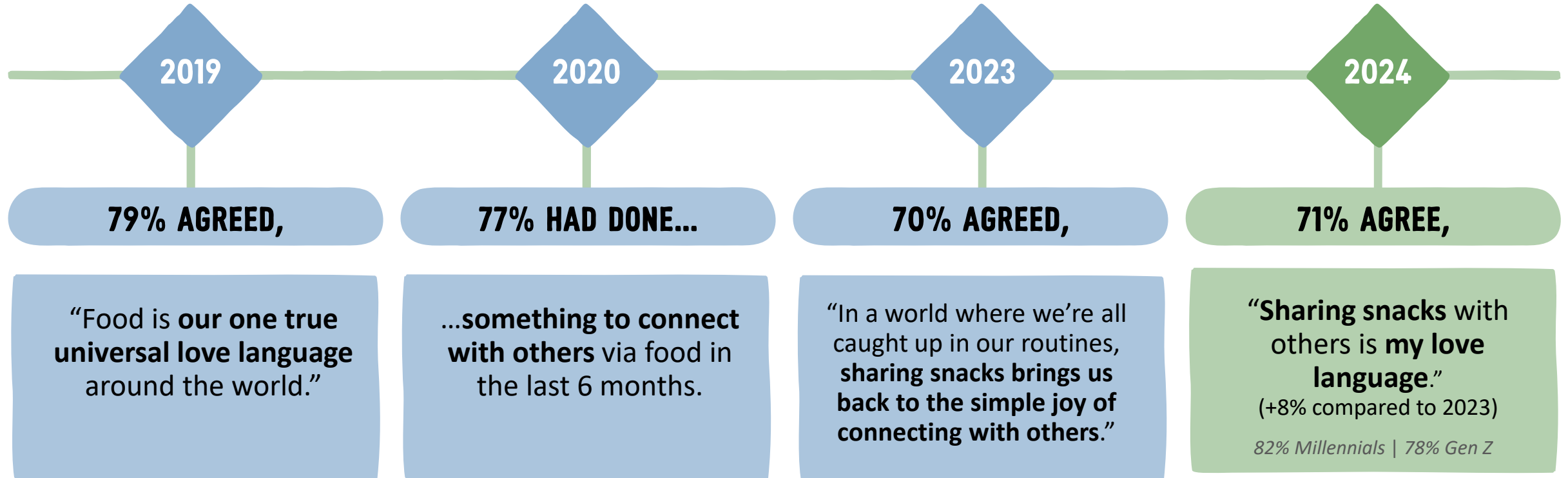
Consumers are craving perfect snack moments, with only half saying they can regularly find the best time of day for a snack (53%) or a snack in the right moment to meet their needs at the exact time (52%).

Q11: On an average day, do you eat, chew or drink something (please exclude times you drink water)? (Total n=3,785)

Q323: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

Q328: How often do you feel that you are able to find the following? (Total n=3,785)

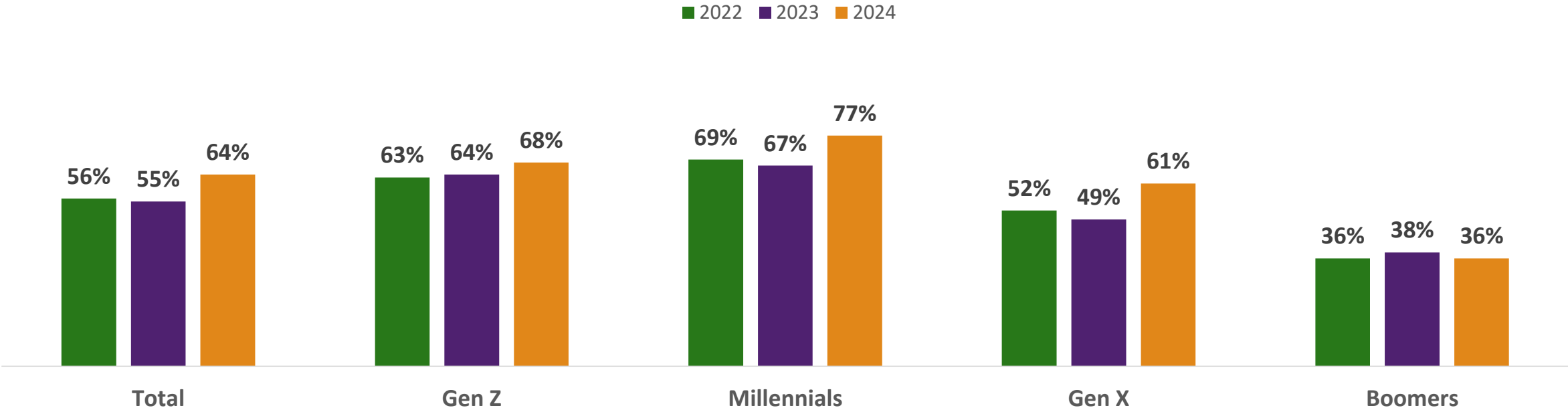
CONNECTION IS A POWERFUL AND CONSISTENT DRIVER OF SNACKING



*2019 is from Q5 | *2020 is from Q104 | *2023 is from Q151 | Q6: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

EMPHASIS ON CONNECTON VIA SNACKING IS RISING, ESPECIALLY AMONG YOUNGER CONSUMERS

Overall, how often do you snack or eat between meals to connect with others?
(Top 3 Box = Always, Often, Sometimes)



About two-thirds (64%) of global consumers say that they eat snacks for their social health, up 6% in the last year.

Q16: Overall, how often do you snack or eat between meals for the following reasons? (Total n=3,785)

CONSUMERS HAVE AN APPETITE TO BOND OVER SNACKS, MAKING SHAREABILITY A PRIORITY

THE SHAREABLE SNACK

93% agree they can always find a snack that is **suitable for sharing.**

CONNECTION > CALORIES

80% say that "Sometimes it's **worth the extra calories** to **share** a snack with someone I love."

NOSTALGIC BONDING

78% agree "I like sharing my favorite **childhood snacks** with others."

86% Asia Pacific



Q6: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)
Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)
Q328: How often do you feel that you are able to find the following? (Total n=3,785)

NOSTALGIA IS ALSO A KEY FACTOR THAT MAKES SNACKING A MAINSTAY, FUELING MEMORIES AND CONNECTION



79% AGREE,

“Snacks evoke memories of my childhood home.”

86% Brazil



78% AGREE,

“I like sharing my favorite childhood snacks with others.”

90% Philippines
90% Indonesia
86% China, India



76% AGREE,

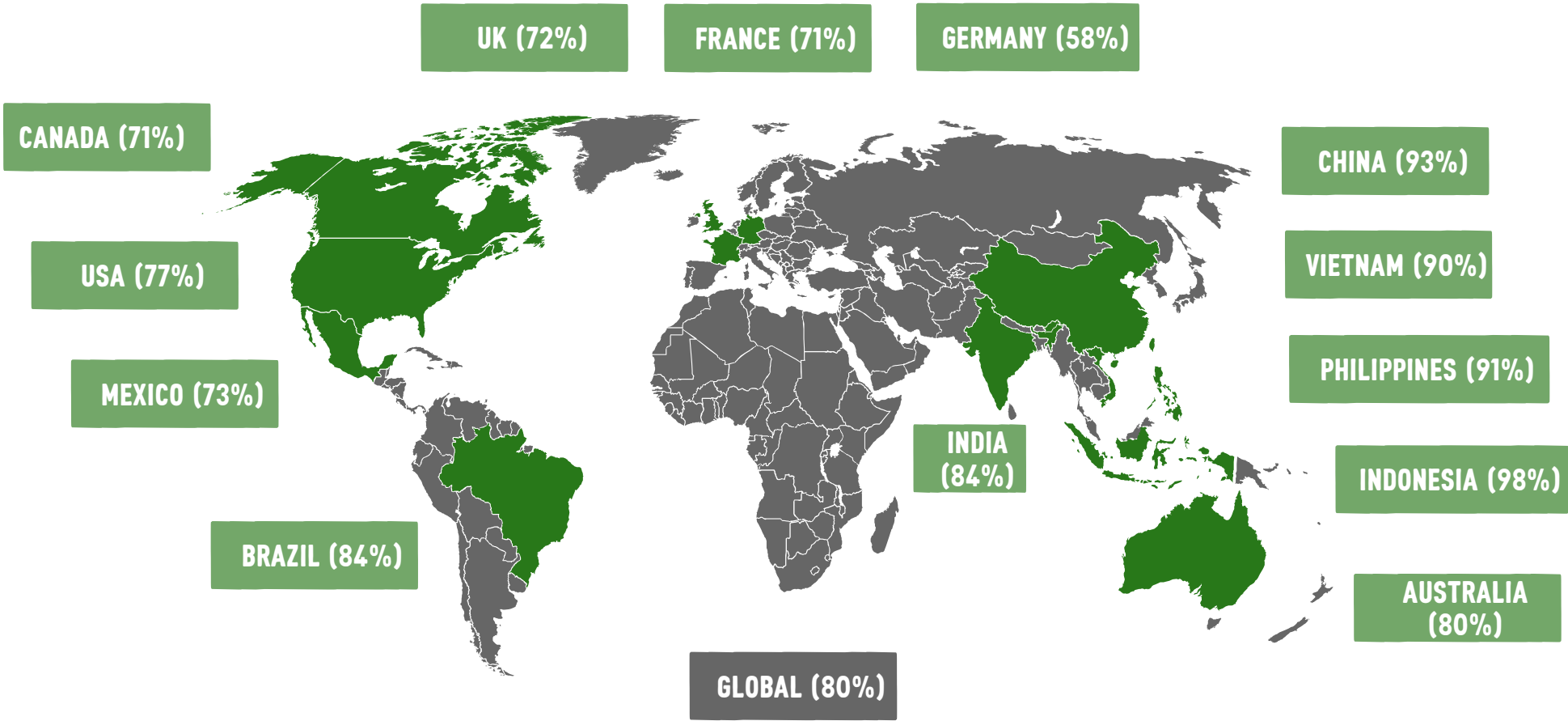
“Some of my fondest childhood memories include sharing a snack with my parents.”

82% Mexico

Q6: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

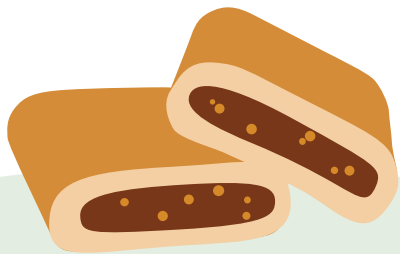
THIS SNACKING NOSTALGIA IS A GLOBAL EXPERIENCE, FELT BY MAJORITIES OF CONSUMERS AROUND THE WORLD

“Snacking on my favorite foods from childhood makes me feel nostalgic.”
(Top 2 Box = Somewhat/Strongly Agree)



The boundaries shown on this map do not imply official endorsement or acceptance by Mondelez International.
Q6: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

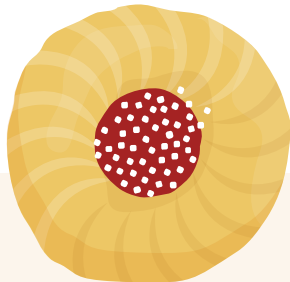
SNACKING HABITS ARE ENDURING, AS CHILDHOOD TRADITIONS LIVE ON INTO ADULTHOOD AND SPAN GENERATIONS



73% AGREE,

“There are certain snacks my family eats that have been passed down through many generations.”

88% Indonesia
85% India
84% Philippines



72% AGREE,

“When I go/went to my parent's house, I look/looked for the same snacks that I used to eat as a child.”

90% Indonesia
87% China
85% Vietnam



66% AGREE,

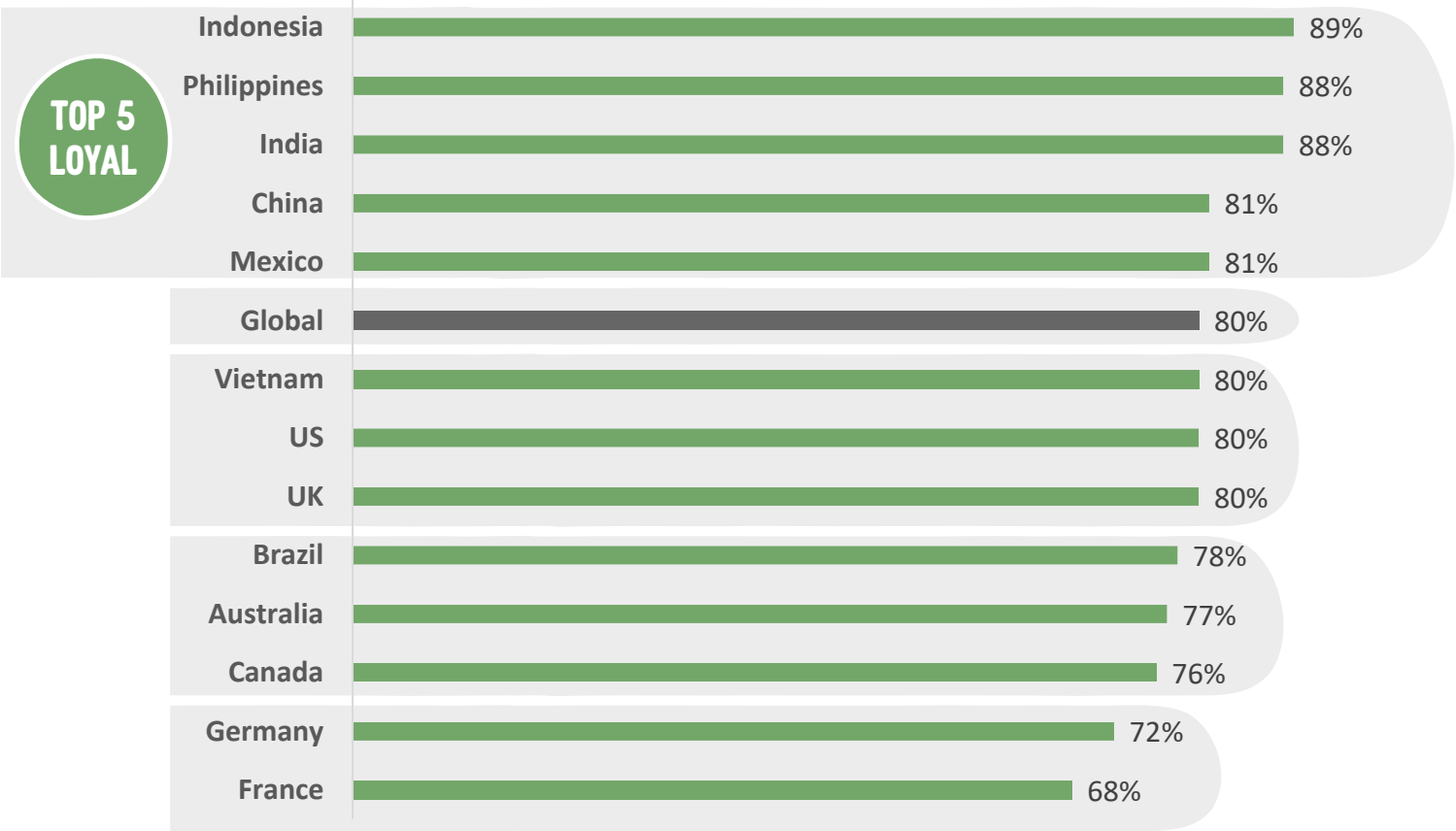
“I still follow the same snacking habits I had as a child.”

89% Indonesia
80% China
77% Vietnam

Q6: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

GROUNDING IN THESE LIFELONG TRADITIONS, SNACK BRAND LOYALTIES RUN DEEP

"I HAVE BEEN LOYAL TO CERTAIN SNACKS/BRANDS FOR A LONG TIME."



Q302: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

CONSUMERS REMAIN COMMITTED TO SNACKING, REGARDLESS OF WHAT IS HAPPENING IN THE WORLD

2020

60% agreed,

“Snacking helps me **take my mind off the issues of the world.**”



65% in 2024

78% Millennials

2022

75% agreed,

“I **always find room in my budget** for snacks.”

2023

66% agreed,

“I'm **more conscious of snacking prices,** but **haven't made significant changes.**”

2024

71% agree,

“As long as **the quality of my snacks remain the same,** I will **keep snacking through shrinkflation.**”

78% Millennials

Rather than declining, snacking is evolving to meet inflation:

*While **59%** have had to **change snack purchasing habits** due to inflation — the vast majority (**94%**) can find **a snack that fits within their budget.***

SECTION III: MINDFUL CONSUMPTION & LIFESTYLE CHANGES



CONSUMERS ARE DIALED INTO THE SNACKING EXPERIENCE, DEMONSTRATING INTENTION ABOUT SAVORING EACH BITE

MINDFULNESS MATTERS

An overwhelming **96%** of consumers engage in mindful snacking behavior with **79%** agreeing, “I **appreciate my snacks more** when consumed mindfully.”

SAVOR THE FLAVOR

95% of consumers say that when they snack, they do so to savor its flavor, taste and texture, with a similar amount **(94%)** saying they consume a snack as a treat.

SENSORY SNACKING

Just about eight in 10 (81%) of consumers agree, “I pay attention **to the sensory experience** of my snacks.”

*86% Brazil
86% Millennials*

Q323: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)
Q275: How frequently do you do the following? Consume a snack.... (Top 4 Box = Ever) (Total n=3,785)

MINDFUL CONSUMPTION HAS SHIFTED FROM RESTRICTION TO MODERATION

2019

71% “Snacking helps me control my hunger and manage my calories throughout the day.”

2020

64% “Snacks have been nourishing to my body, mind, and soul during these strange times.”

2021

88% “A balanced diet can include a little indulgence.” (vs 81% in 2020)

2022

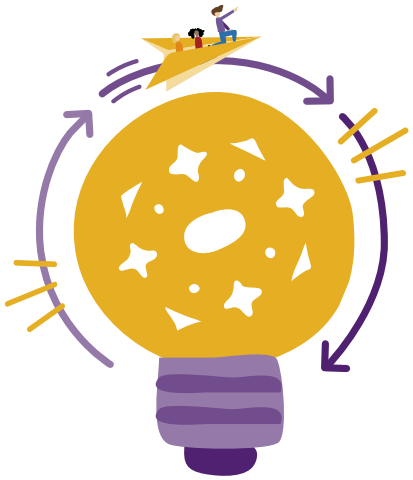
63% were less restrictive in their eating habits than in the past, agreeing that they are more intuitively eating.

2023

#1 snacking advice that global consumers reported was “everything is fine in moderation.”

2024

Consumers are *much more likely* to say that in the past year they are paying attention to **ingredients they believe are beneficial for their health** (38%, 41% Mill.), rather than ingredients they are trying to avoid (25%).

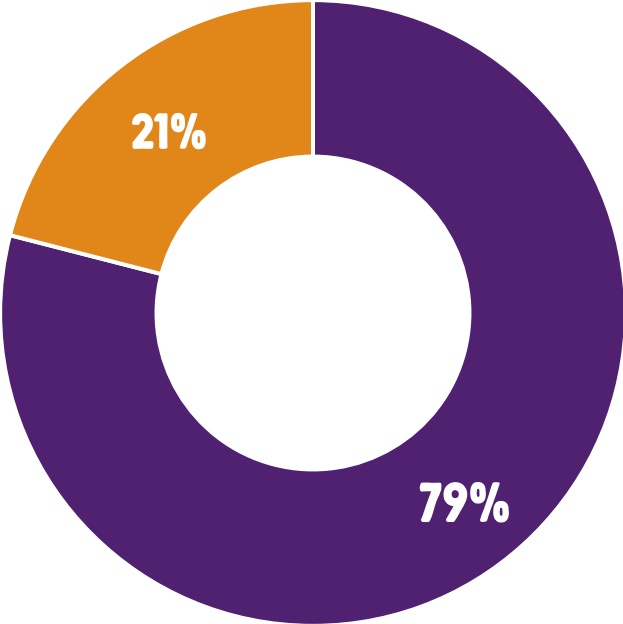


*2019 is from Q27 | *2020 is from Q20 | *2021 is from Q24 | *2022 is from Q323 | *2023 is from Q274 |
Q278: Over the last 12 months, what have you been paying attention to when it comes to your snacks? (Total n=3,785)

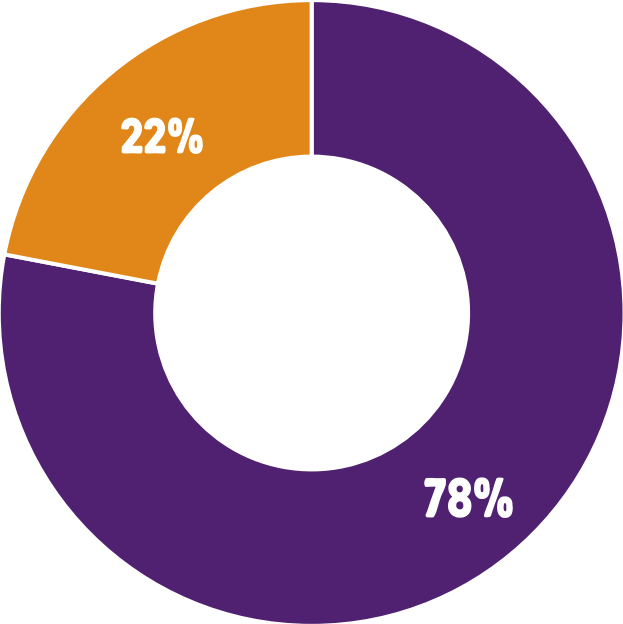
CONSUMERS RECOGNIZE SNACKING NOURISHES BOTH THEIR MINDS AND THEIR BODIES

HOW FREQUENTLY DO YOU DO THE FOLLOWING? CONSUME A SNACK...?
(TOP 3 BOX = ALWAYS, OFTEN, SOMETIMES)

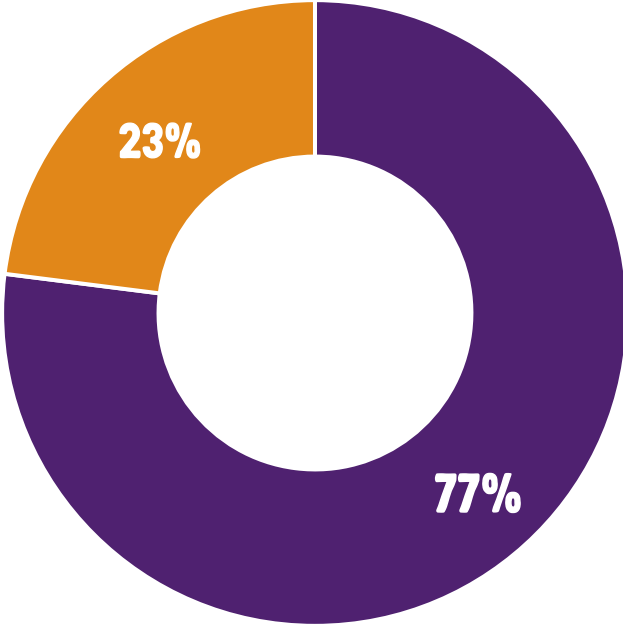
To improve my mood



To listen to my body



As a pick-me-up

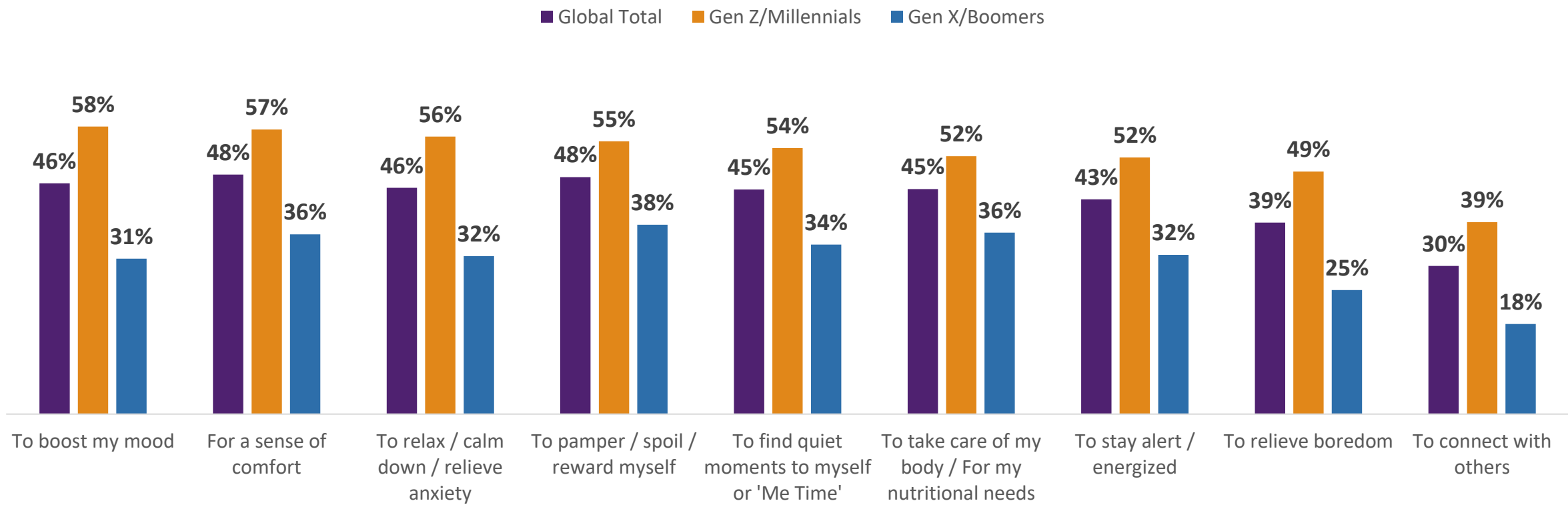


■ Yes ■ No

Q275: How frequently do you do the following? Consume a snack... (Total n=3,785)

YOUNGER GENERATIONS ARE ALSO PARTICULARLY LIKELY TO LEAN INTO SNACKING AS SELF-CARE

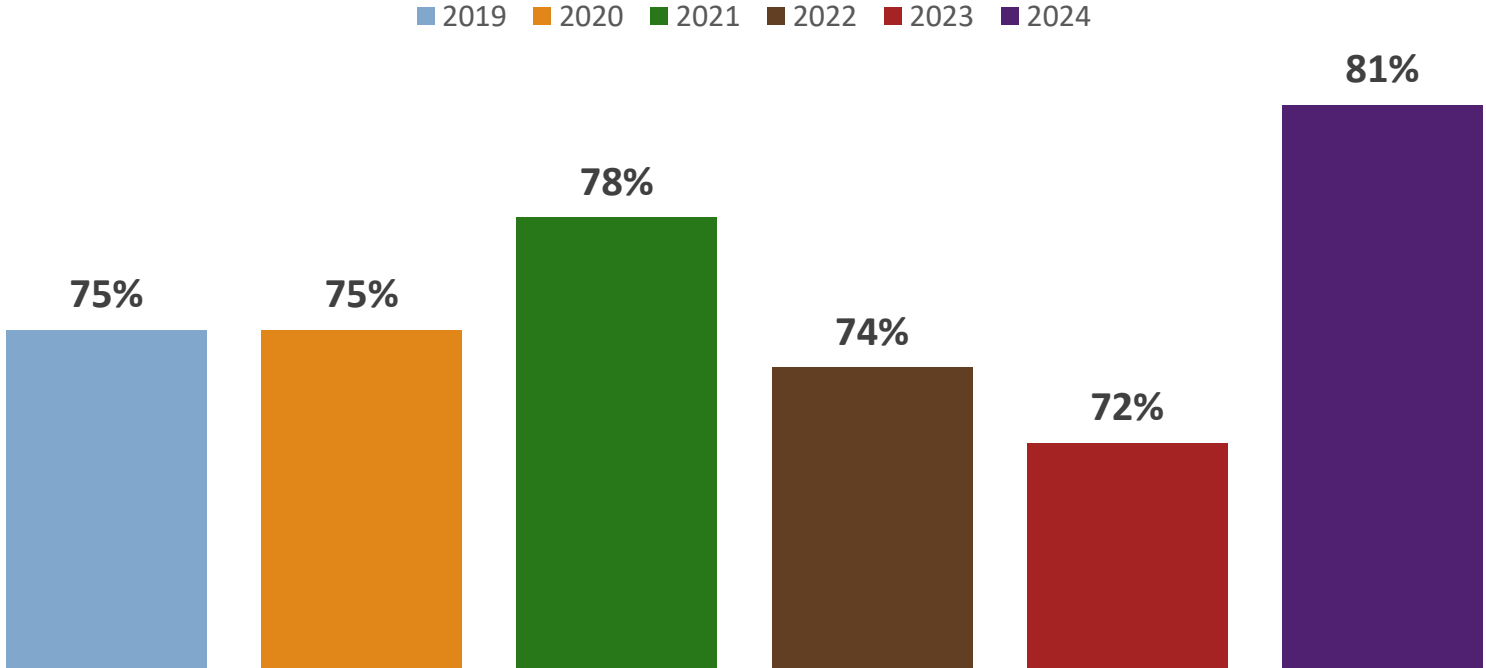
OVERALL, HOW OFTEN DO YOU SNACK OR EAT BETWEEN MEALS FOR THE FOLLOWING REASONS?



Q16: Overall, how often do you snack or eat between meals for the following reasons? (Total n=3,785)

CONSUMERS OF ALL AGES ARE ALSO CRAVING QUIET SNACK MOMENTS MORE THAN EVER BEFORE

OVERALL, HOW OFTEN DO YOU SNACK OR EAT BETWEEN MEALS "TO FIND QUIET MOMENTS TO MYSELF, OR 'ME TIME?'"
(TOP 3 BOX = ALWAYS, OFTEN, SOMETIMES)



Q16: Overall, how often do you snack or eat between meals for the following reasons? (Total n=3,785)

QUALITY COMES TO THE FORE AS CONSUMERS PRIORITIZE OVERALL NUTRITIONAL VALUE OVER CALORIE COUNTS ALONE

INGREDIENTS



78% agree,

“I prefer brands that prioritize quality ingredients over calorie counts.”

88% Philippines, Indonesia

NUTRITION



74% agree,

“I prefer snacks with high quality of nutrition.”

80% Millennials

BRAND SWAP



74% agree,

“I might have to switch to different snack brands due to higher quality.”

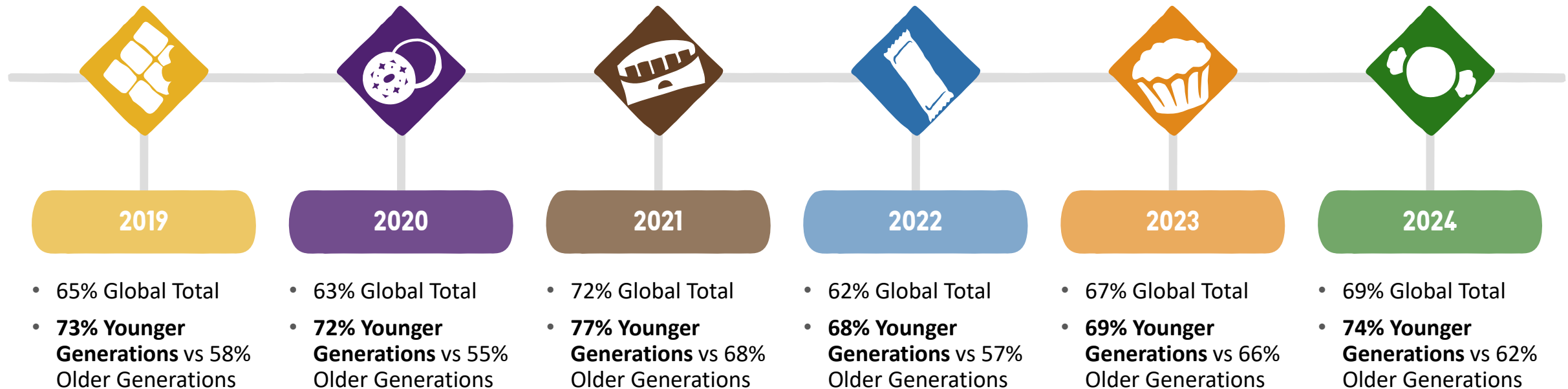
*82% Brazil
79% Mexico*

Q323: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

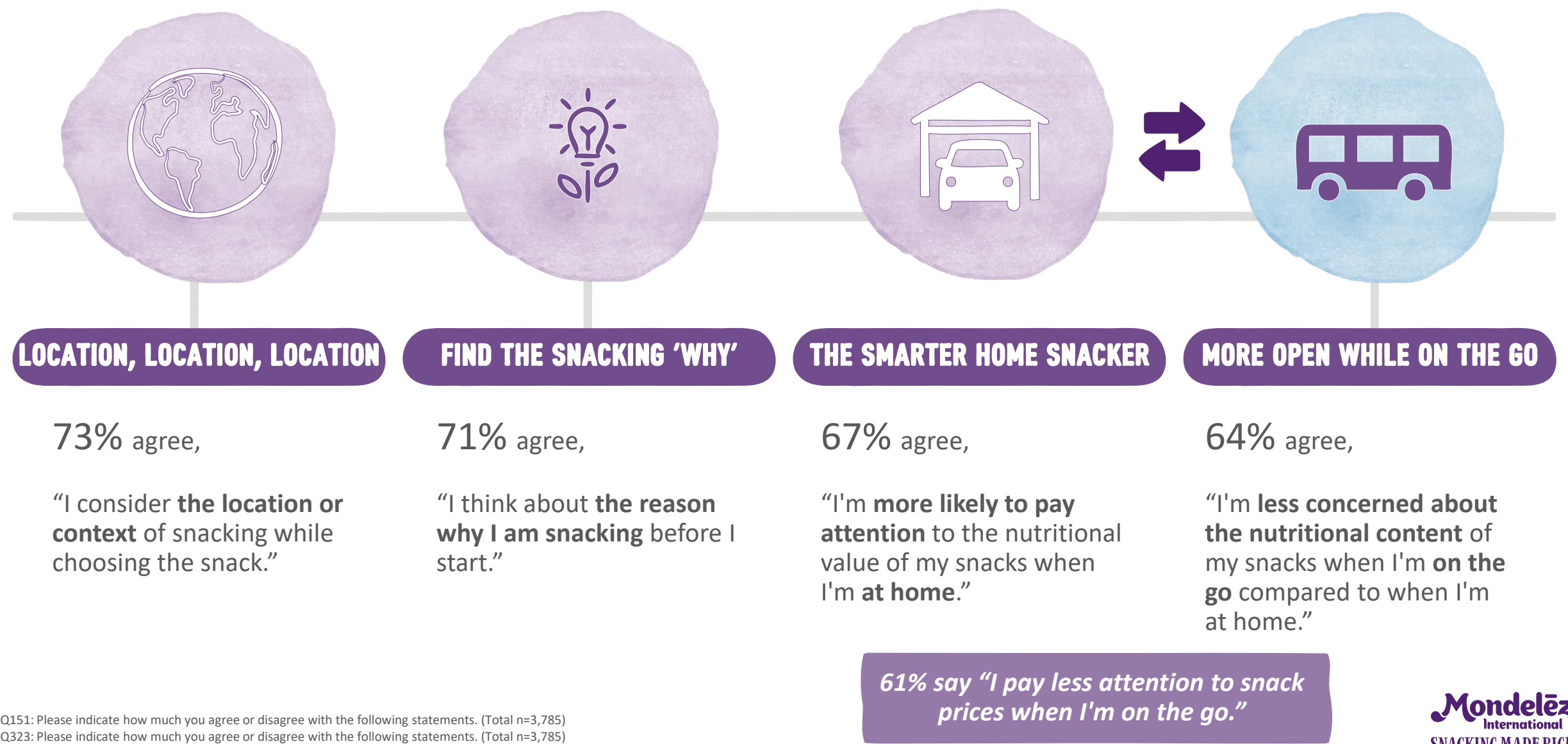
PORTION CONTROL REMAINS A KEY FOCUS FOR BALANCED SNACKING ACROSS THE YEARS, ESPECIALLY FOR THE YOUNGER GENERATIONS

“I look for snacks that are portion controlled”
(Top 2 Box = Somewhat/Strongly Agree)



2024: The most important piece of snacking advice to consumers has been to “enjoy snacks in moderation.” (38%)

CONSUMERS ALSO CONSIDER THE SNACKING CONTEXT



Q151: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)
Q323: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

ULTIMATELY, CONSUMERS FEEL CONFIDENT IN FINDING SNACKS TO MEET THEIR NEEDS IN A VARIETY OF SITUATIONS

HOW OFTEN DO YOU FEEL THAT YOU ARE ABLE TO FIND THE FOLLOWING?
(TOP 4 BOX = EVER)

94%

A snack that offers a unique taste and flavor



93%

A snack that is made in the right way



91%

A snack that aligns with current dietary goals





SECTION IV: INDULGENT SNACKING IN THE SPOTLIGHT



MODERATED INDULGENCE IS AN ESSENTIAL SNACKING INGREDIENT FOR CONSUMERS AROUND THE WORLD



LIFE IS WORTH THE FUN

87% agree,

“Life is more fun with a bit of indulgence.”

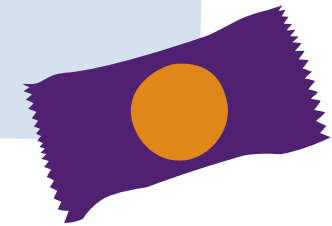
92% Brazil, Canada

*DON'T TREAD ON
INDULGENCE*

83% agree,

“When I am looking for indulgent snacks, I don't want to sacrifice on flavor.”

*88% Brazil, Indonesia,
Philippines*



Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

SNACKING HAS CONSISTENTLY PROVIDED INTENTIONAL MOMENTS OF INDULGENCE, JOY, AND RESPITE

2020

Snack time is one of the few moments of peace (64%) & bright spots in their day (63%).



2023

75% report that they consume snacks during a special moment or time of the day.



2024

Three-quarters (77%) say,

“Snacking is one of the few indulgences I have these days.”



Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

Mondelez International Public

Mondelez
International
SNACKING MADE RIGHT

CONSUMERS AGREE SOME SNACKS ARE JUST MEANT TO BE ENJOYED

*HERE FOR THE
SATISFACTION*

80% agree,

“Some snacks should **just be for enjoyment** or satisfaction.”

89% Canada
85% United States

LET ME HAVE MY FUN

76% agree,

“When I am having an indulgent snack, I **just want to enjoy it** without focusing too much on the ingredients.”

83% United States, Canada
82% UK

*ALL HITS, NO (SNACK)
SKIPS*

73% agree,

“I would rather have a **smaller portion of an indulgent snack** than a bigger portion of a low fat/sugar alternative version.”

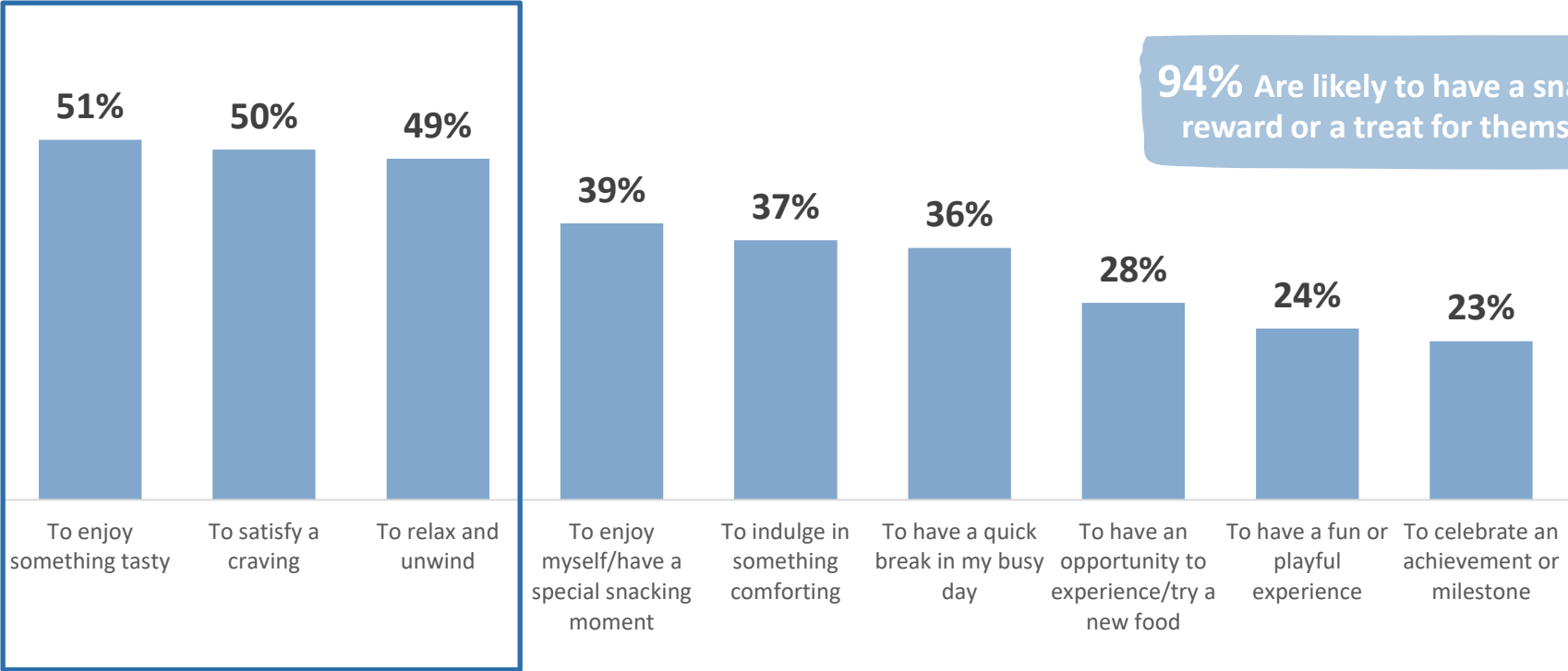
86% Indonesia
80% India

Q323: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

ENJOYMENT, SATISFACTION, AND RELAXATION ARE THE BIG THREE REASONS FOR A SNACKING REWARD SYSTEM

Why would you choose to snack as a reward or treat for yourself?



*Treat yourself,
you deserve it:*

80% agree,

**“Snacking is my way of
treating myself after a
productive day.”**

85% Millennials

Q325: Why would you choose to snack as a reward or treat for yourself? (Total n=3,785)
Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

MANY ARE WILING TO MAKE INTENTIONAL SWAPS TO MAKE ROOM FOR SNACK INDULGENCE

A BALANCING ACT



75% agree,

“I try to have nutritious meals, so I can use snacks to indulge.”

80% Millennials

A WHOLE-DIET MINDSET



72% agree,

“I combine my favorite snack foods with other, more nutritious foods for balance.”

80% Millennials

WELL-ROUNDED BITES



68% agree,

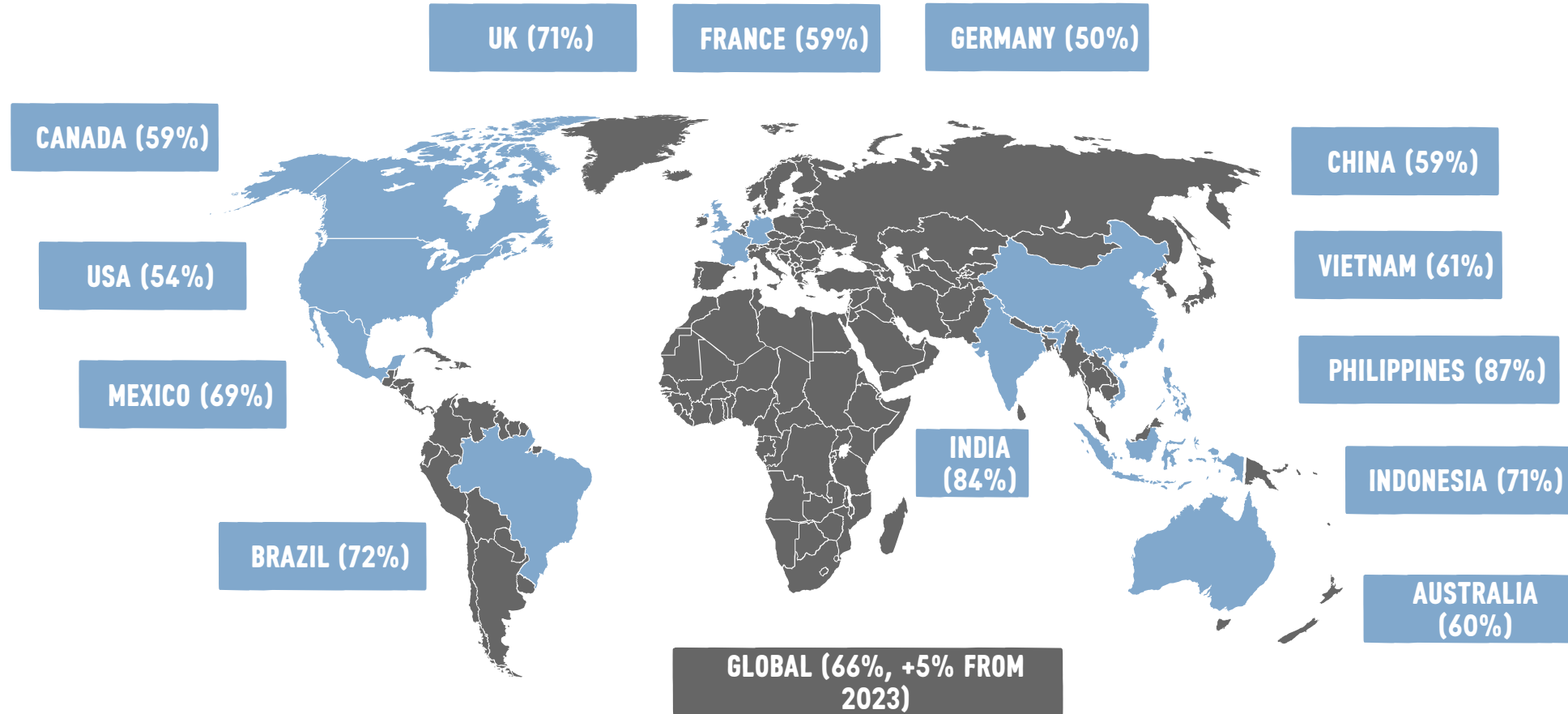
“No meal is complete without a sweet treat at the end.”

76% Millennials

Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

BISCUITS/COOKIES ARE AN ESSENTIAL STAPLE, WITH TWO-THIRDS OF CONSUMERS HAVING THEM WEEKLY OR MORE

“How often do you consume biscuits / cookies?”
(Top 3 Box = Weekly or more)



The boundaries shown on this map do not imply official endorsement or acceptance by Mondelez International.

Q12: How often do you consume the following food products? (Total n=3,785)

Mondelez International Public

CHOCOLATE, INDIVIDUALLY, IS AN ESSENTIAL SNACK THAT MEETS CONSUMER NEEDS FOR INDULGENCE



It's chocolate's world:

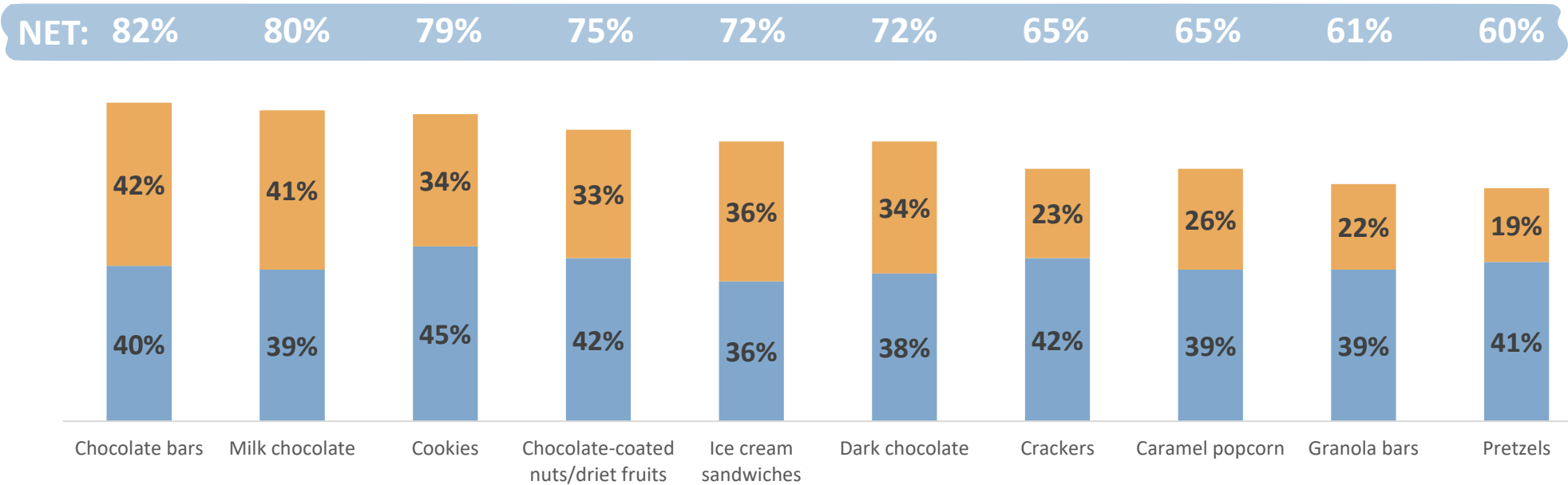
73% agree,

"I can't imagine a world without chocolate." (+6% compared to 2023)

80% UK
79% United States

How indulgent do you think the following snacks are?
By indulgent, we mean snacks that provide enjoyment or comfort, rather than just being nutritious.

■ Somewhat Indulgent ■ Very Indulgent



Q324: How indulgent do you think the following snacks are? By indulgent, we mean snacks that provide enjoyment or comfort, rather than just being nutritious. (Top 2 Box = Somewhat/Very indulgent) (Total n=3,785)
Q24: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)



SECTION V: SNACK CURATION AND COMMITMENT



CONSUMERS ARE INCREASINGLY CRAVING NEW SNACK ADVENTURES TO SPARK JOY IN THEIR LIVES

SPARK



76% agree,

“A snack’s **ability to spark joy** in my day is the **most important thing.**”

83% Millennials

EXCITEMENT



75% agree,

“I **get excited** when I find a **new snack to try.**”

(+7% compared to 2023)

*85% Millennials
83% Gen Z*

ADVENTURE



67% agree,

“I consider myself a **snack adventurer.**”

(+8% compared to 2023)

77% Gen Z, Millennials

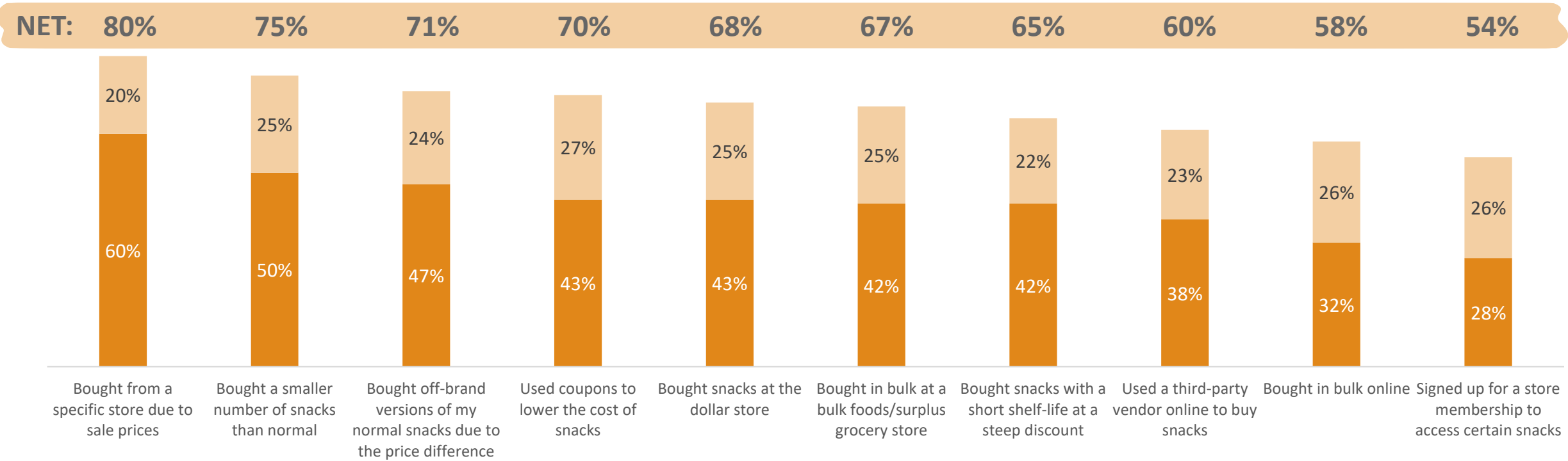
Q302: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

MANY CONSUMERS ARE GETTING SAVVY ABOUT SNACK CURATION IN THE CURRENT ECONOMIC CLIMATE

Which of the following actions have you done in the last 12 months in regard to purchasing snacks?

Have done this Have not done this, but I plan on doing so



Q154a: Which of the following actions have you done in the last 12 months in regard to purchasing snacks? (Total n=3,785)

THE APPETITE FOR VARIETY HAS BEEN MET, GIVING CONSUMERS MORE OPTIONS TO MEET THEIR NEEDS

IN 2021...

84% agreed,

"I imagine there will be more snack options to choose from in the next three years."

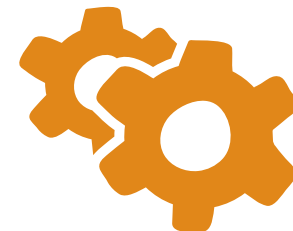


IN 2024...

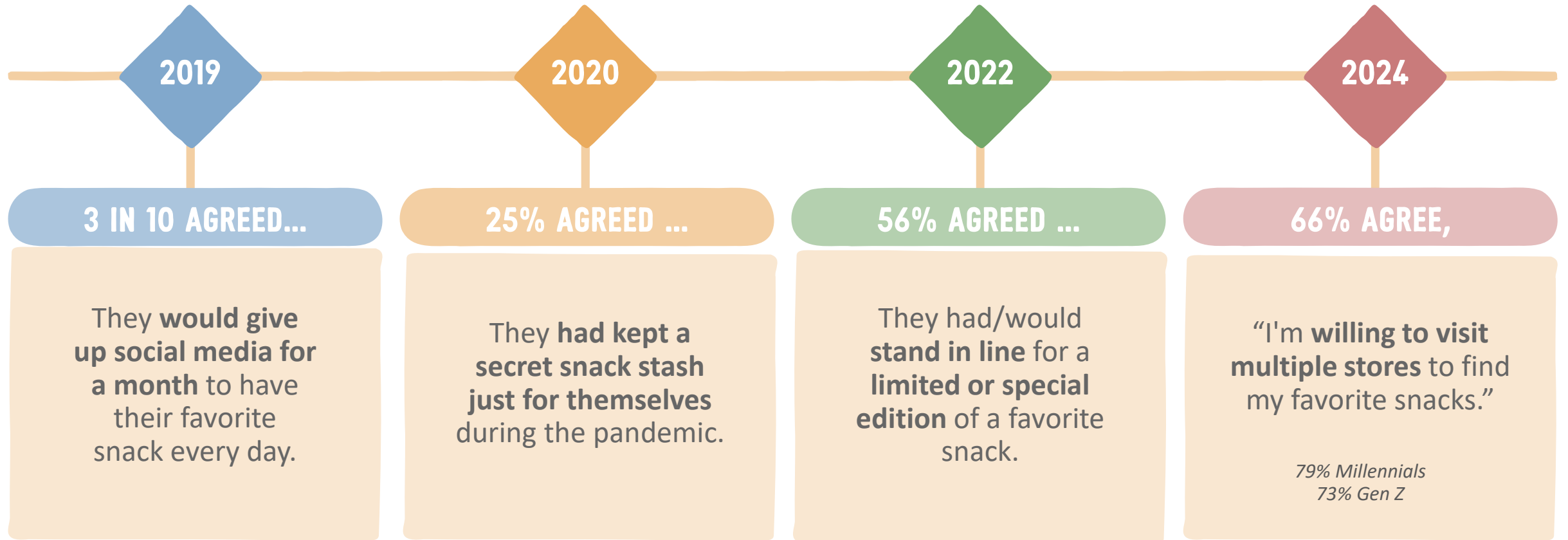
80% agree,

"Finding the right snack has become easier as **there are so many different options available.**"

85% Millennials



MORE AND MORE ARE WILLING TO GO OUT OF THEIR WAY FOR THEIR FAVORITE SNACKS



Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

FROM SNACK AISLES TO SOCIAL MEDIA, CONSUMERS ARE INCREASINGLY COMMITTED TO CURATING THE BEST SNACKS

POSSIBILITY



73% agree,

“Strolling aisles is like **tapping into snack possibilities.**”

(+6% compared to 2023)

80% Latin America
79% Asia Pacific

DISCOVERY



67% agree,

“Every store visit is a **journey of snack discovery** for me.”

(+9% compared to 2023)

78% Asia Pacific

INSPIRATION



60% agree,

“**Social media has inspired me to try a new snack** in the past year.”

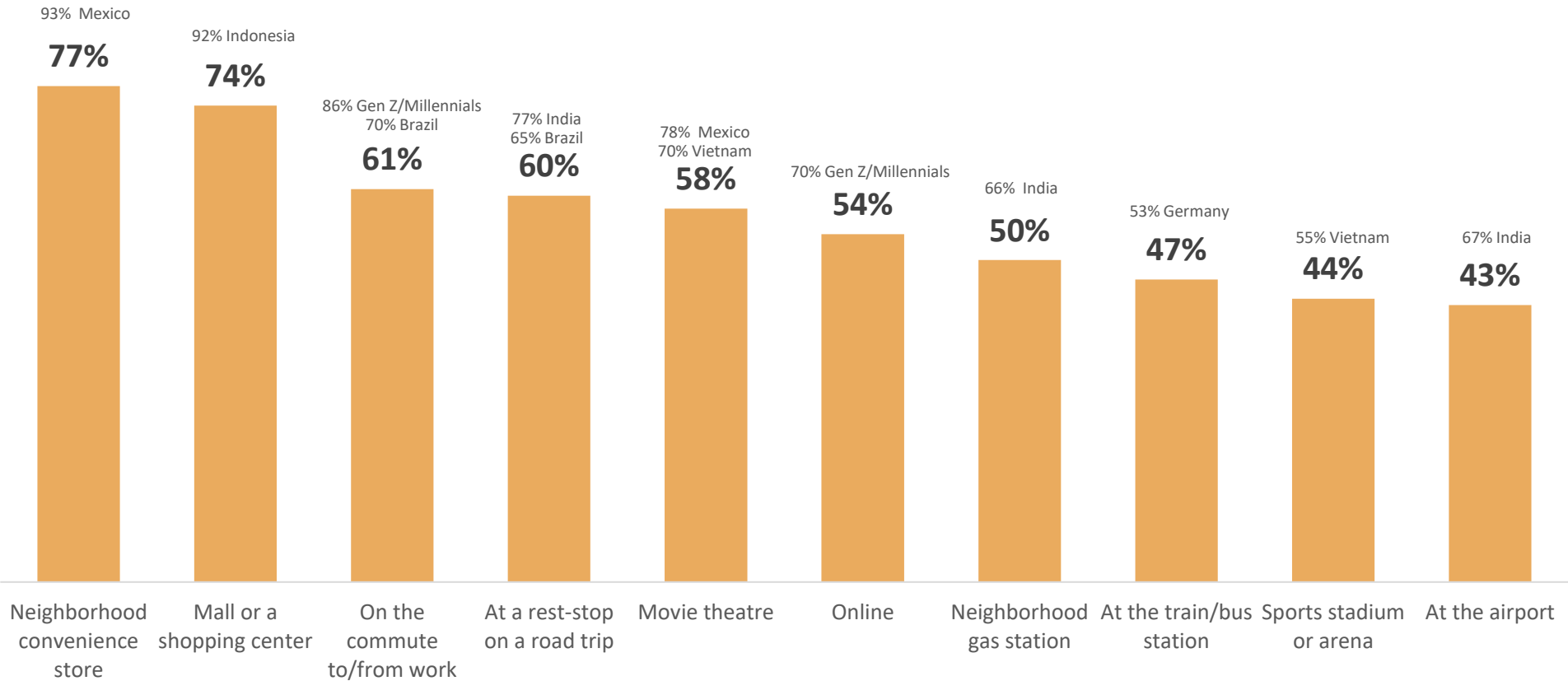
(+9% compared to 2023)

75% Asia Pacific

MANY ARE SEEKING SNACKS OUTSIDE OF TRADITIONAL GROCERY ENVIRONMENT

How often have you purchased snacks at these places outside of your home in the past 12 months?

(Top 3 Box = Always, Often, Sometimes)



Q155a: How often have you purchased snacks at these places outside of your home in the past 12 months? (Total n=3,785)

CONSUMERS SEEK SNACK INFO FROM A VARIETY OF SOURCES, WITH DIGITAL COMMUNITIES GAINING MOMENTUM

In which of the following ways do you learn more information about snacks?

(Top 3 Box = Always, Often, Sometimes)



75% Word of mouth



73% Reading labels



64% Brands



63% Social media (+4% from 2023)



62% Online research



61% Video content



56% Health professionals



55% Food blogs or websites



53% Food influencers (+3% from 2023)



51% Nutrition apps (+4% from 2023)



50% Online communities
(+3% from 2023)



48% Other

SOCIAL MEDIA IS GAINING MOMENTUM AS A SOURCE OF #SNACKSPO, ESPECIALLY FOR YOUNGER GENERATIONS

“Social media has inspired me to try a new snack in the past year”

(Top 2 Box = Somewhat/Strongly Agree)

2021

- 55% Global Total
- **71% Younger Generations** vs. 42% Older Generations

2022

- 54% Global Total
- **69% Younger Generations** vs 40% Older Generations

2023

- 51% Global Total
- **68% Younger Generations** vs 35% Older Generations

2024

- 60% Global Total
- **74% Younger Generations** vs. 41% Older Generations
- 69% Health Top Priority
- 66% Solo Snackers

SNACKERS LEAVE THE SMACK TALK TO THE ATHLETES, KEEP THE SNACK TALK FOR THE PROFESSIONALS

Evaluate how much you would trust each type of celebrity or influencer for snack recommendations.
(Trusting = Top 5 Box 6-10)



48% agree,

“I often turn to celebrities or influencers for snack recommendations.”

62% Gen Z/Millennials
Vs.
29% Gen X/Boomers

Q424: Evaluate how much you would trust each type of celebrity or influencer for snack recommendations. (Trusting = Top 5 Box 6-10) (Total n=3,785)
Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)

SNACKER SPOTLIGHT: MEET THE 'SOLO SNACKERS,' THOSE A BIT MORE CURIOUS, LOYAL, AND ADVENTUROUS THAN AVERAGE

THE SOLO SNACKERS

100% agree:

"I prefer seeking out new snack experiences **on my own**, without external suggestions."

67% agree:

"I **prefer to eat many small meals** throughout the day, as opposed to a few large ones."

Vs. 62% Global Total

85% agree:

"I have been **loyal** to certain snacks/brands **for a long time**."

Vs. 80% Global Total

81% agree:

"Strolling aisles is like **tapping into snack possibilities**."

Vs. 73% Global Total

75% agree:

"I consider myself a **snack adventurer**."

Vs. 67% Global Total

Q151: Please indicate how much you agree or disagree with the following statements. (Solo Snackers n=2,899) | Q302: Please indicate how much you agree or disagree with the following statements. (Solo Snackers n=2,899) |

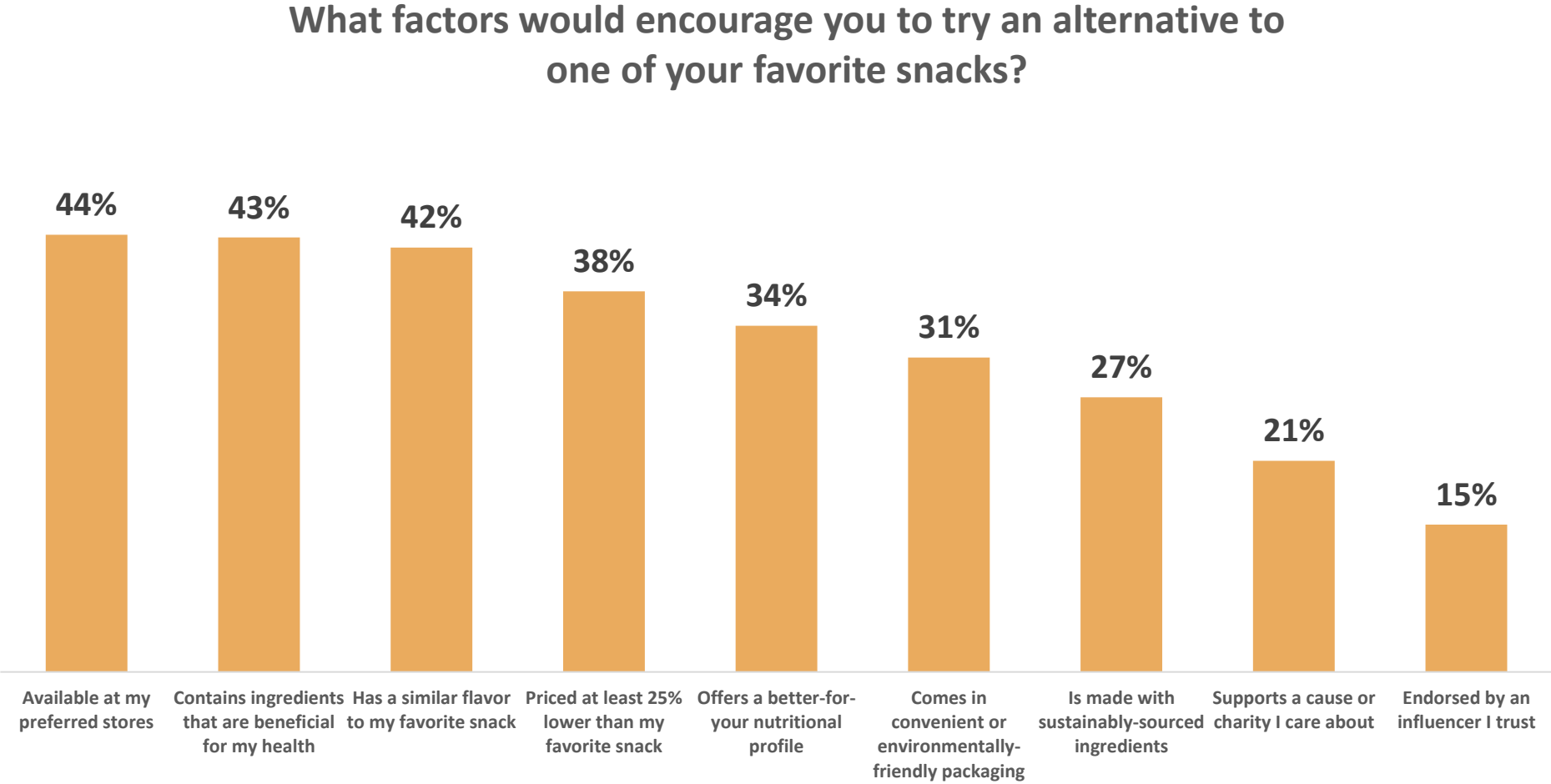
Q426: Please indicate how much you agree or disagree with the following statements. (Solo Snackers n=2,899)

CONSUMERS ARE ALSO CURIOUS ABOUT SNACK ALTERNATIVES, ESPECIALLY ONES THAT BOOST WELL-BEING

91%
...would be willing to try an alternative to one of their favorite snacks.

81% agree,
“I’m willing to switch brands if a new snack is better than my current one.”

64% agree,
“I frequently buy seasonal or limited-time offer snacks from brands I don’t normally purchase.”



Q425: What factors would encourage you to try an alternative to one of your favorite snacks? (Total n=3,785)
Q426: Please indicate how much you agree or disagree with the following statements. (Total n=3,785)



SECTION VI: APPENDIX

SUSTAINABILITY IN THE 2024 SNACKING VIEW



94%

Of consumers engage in sustainable initiatives/behaviors, with the most popular being conserving electricity usage (61%) and water usage (58%), and using re-usable bags (51%) and recycling (50%).

69%

Of consumers agree, “I prefer snacks that have eco-sourced ingredients.”

This is especially true for Gen Z/Millennials at 76%, and still holds decently true with 59% of Gen X/Boomers.

31%

Of consumers say they would try an alternative to one of their favorite snacks if it came in convenient or environmentally-friendly packaging, which was felt most strongly by Asia Pacific (41%) and Gen Z (36%).

27%

Of consumers say they have been paying attention to their snacks’ sustainability over the last 12 months, a number that jumps to 33% for Gen Z/Millennials, but drops to 20% for Gen X/Boomers.

Q425: What factors would encourage you to try an alternative to one of your favorite snacks? (Total n=3,785) | Q323: What factors would encourage you to try an alternative to one of your favorite snacks? (Total n=3,785)

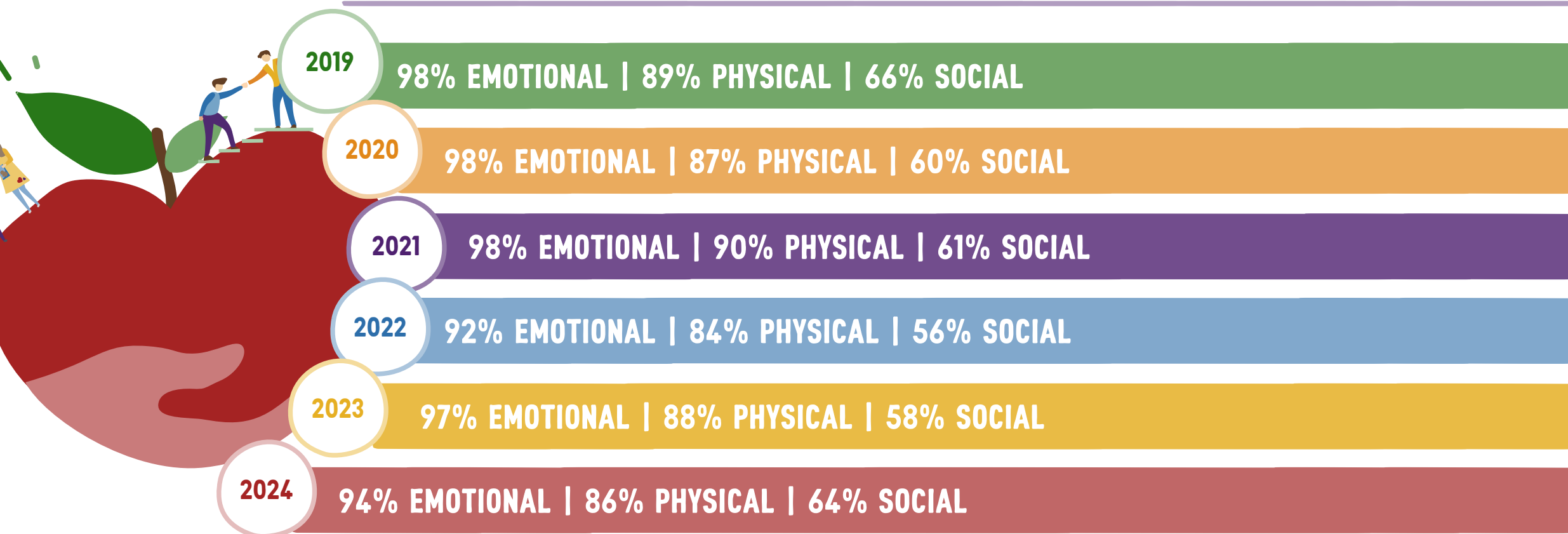
Q34: Which of the following applies to you? . (Total n=3,785) | Q278: Over the last 12 months, what have you been paying attention to when it comes to your snacks? (Total n=3,785)

Mondelez International Public

YEAR AFTER YEAR, SNACKS SERVE MANY VITAL HEALTH PURPOSES

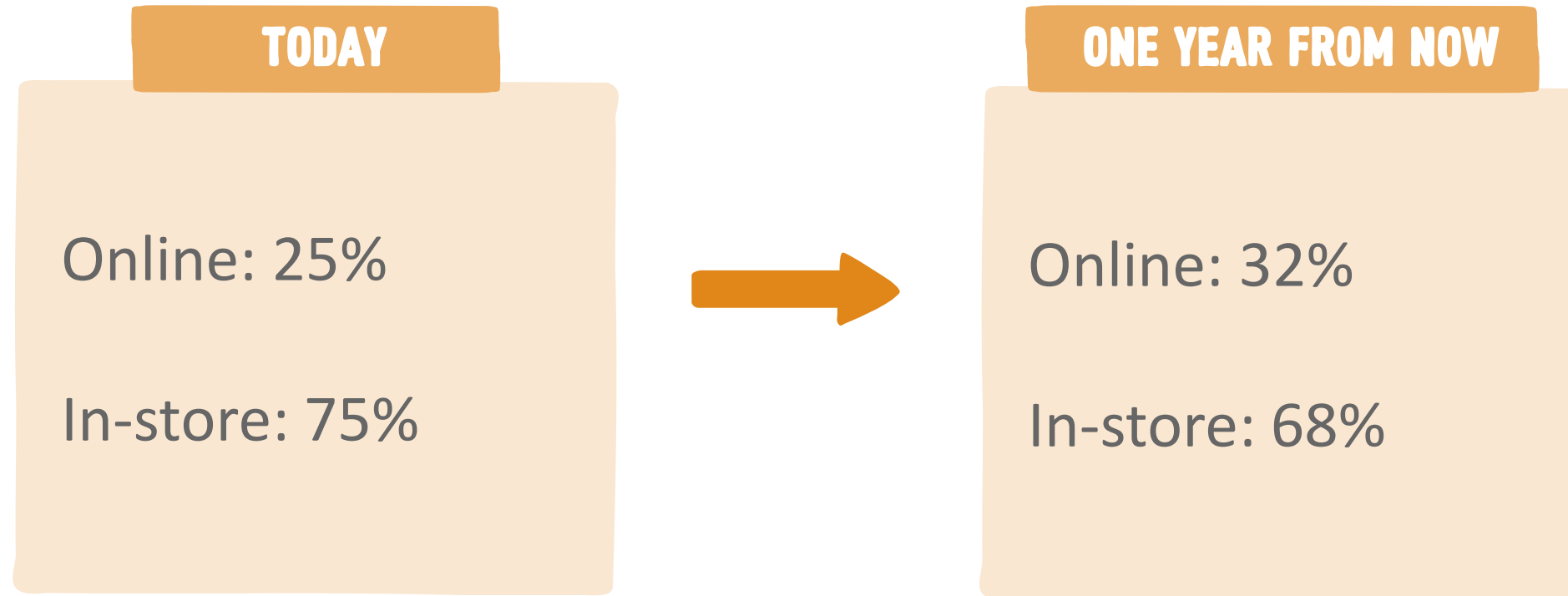
Overall, how often do you snack or eat between meals for the following reasons?

(Types of health)



IN-STORE REIGNS RIGHT NOW, BUT IS EXPECTED TO TAKE A HIT

Please indicate how much you purchase(d) or plan to purchase snacks / food online versus in-store during the following time periods.



Q123: Please indicate how much you purchase(d) or plan to purchase snacks / food online versus in-store during the following time periods. Purchasing snacks online can include ordering them to be delivered, or for curbside pick-up / click-and-collect. (Total n=3,785)

THANK YOU!

