

THE SECOND ANNUAL

STATE OF SNACKING

2020 Global Consumer Trends Study by:

Mondelēz
International
SNACKING MADE RIGHT

 **The Harris Poll**
Harris Insights & Analytics LLC, A Stagwell Company

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METHODOLOGY

This survey was conducted online by The Harris Poll on behalf of Mondelez from October 6-20, 2020, among 6,292 global adults ages 18 and older. The research spanned 12 markets, including: The United States (n=506), Canada (n=503), Mexico (n=540), Brazil (n=530), France (n=519), Germany (n=520), The United Kingdom (n=500), Russia (n=504), China (n=550), India (n=555), Indonesia (n=555), and Australia (n=510). Other key groups analyzed include: Gen Z / Centennial ages 18-23 (n=945), Millennials ages 24-39 (n=2222), Gen Xers ages 40-55 (n=1646), Boomers ages 56-74 (n=1348), and the Silent Generation ages 75+ (n=130). Data from 2019 references a similar study conducted from September 16 - 24, 2019, among 6,068 global adults.

Data are weighted where necessary to bring them in line with their actual proportions in the population. A global post-weight was applied to ensure equal weight 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.

A MESSAGE FROM DIRK VAN DE PUT

Chairman & CEO,
Mondelēz International



As the global leader in snacking, we are continually obsessing over how, when and why people snack. Our insights guide our growth strategy, inform our **purpose to empower people to snack right**, and form the basis for the vast knowledge estate that we've amassed on the important and ever-changing role snacking plays in our everyday lives.

And in a year like 2020, our instinct to learn from people and to put our consumer at the heart of everything we do, has proven more important than ever. Our second annual State of Snacking Report underlines what we have long known to be true: even in the face of worldwide uncertainty with COVID-19 reshaping our rituals and routines, snacking is a growing behavior with the potential to provide comfort, connection and community, while also providing the moments of respite, reward and relief as consumers look to balance nutrition and emotional well-being.

Our proven expertise in the understanding of global trends and consumer behavior is complemented by this independent research, which uses direct consumer polling from 12 markets around the world to generate a rich, fascinating and entertaining picture of how we snack today. The insights gleaned from thousands of consumers once again confirm our strategy is the right one as we continue to take a bite from the \$1.2 trillion total snack

industry and **fulfil our mission to lead the future of snacking, with the right snack, for the right moment, made the right way.**

As the global snacking category continues to grow, and we all adjust to our new normal, it's not surprising that almost 9 in 10 adults worldwide say they are snacking more or the same during the pandemic than they were before. Digging deeper, millennials and those who are working from home right now are especially likely to say they prefer snacks over meals. It pleases me to know that more than half of global adults say snacking has been a "lifeline" for them during the pandemic, especially parents who are working from home, and for whom snacks have provided welcome nutrition for themselves and treats for their children. Taking time out for a snack, from a familiar and much-loved brand, can prove to be an antidote to our busy lives and an avenue for connection with others during these unpredictable times.

At Mondelēz International, we have long known that emotional well-being plays an important role in why we snack, alongside health and nutrition. We're committed to helping people around the world be more mindful in the way they enjoy our products, which range from wholesome bites to indulgent treats. Hearing our consumers continue to highlight the importance of snacks that enable them to lead healthier lifestyles or

that provide a boost or comfort, reinforces to me that snacking will continue to thrive as part of our new normal, finding its place alongside a renewed focus on health and an ever-more holistic view of well-being.

With more snacking happening at home, consumers have more opportunities to practice mindful snacking habits, with two thirds of respondents in our study noting they now have more control over their snack portion sizes and that they are now more aware of the snacks their bodies need. For over 6 in 10 people, snacks are also nourishing their "body, mind and soul during these strange times," underscoring their important role in our lives.

Thinking about my own life, I know savoring a few squares of my favorite Cote d'Or chocolate or passing a box of Triscuits between my family as we come back together at the end of the day, have been a source of comfort, connection and community that have, at times, been difficult to find in this year of isolation. I hope you feel the same.

I've barely scratched the surface of what snacking mean in our lives today: You'll find more as you read through this year's **State of Snacking: 2020 Global Consumer Snacking Trends Study**. Enjoy!



Executive Summary

THE STATE OF SNACKING IN 2020

The second annual global study combining Mondelez International's global snacking insights with new consumer research from The Harris Poll reveals the rise of the \$1.2 trillion snacking opportunity and examines the evolving role snacking plays in the future of food: from its serving as source of comfort and relief in a pandemic, delivering on trends such as shifting at-home snack eating and buying habits in 2020 and beyond.



THE PANDEMIC HAS ACCELERATED THE GLOBAL GROWTH OF SNACKING

9 in 10 global adults (88%) say they are snacking more (46%) or the same (42%) during the pandemic than before it, with millennials and those who are working from home right now being especially likely to say they prefer snacks over meals (70% and 67%, respectively). A majority expect this trend to continue, saying they plan to continue eating small snacks throughout the day, as opposed to fewer large meals (64%), and that snacking will be part of their “new normal” even after the pandemic ends (58%). Ultimately, two-thirds believe “the current pandemic will have a long-term impact on how we consume snacks as a society” (65%).

SNACKING AS SOURCE OF COMFORT, CONNECTION & COMMUNITY IN ISOLATING TIMES

Comfort is the #1 driver of snacking this year, as more than half have been buying nostalgic snack brands from childhood (53%) and snacks that bring back good memories (59%) during the pandemic. Two-thirds say snack time is one of the few moments of peace (64%) and bright spots in their day (63%), including three-quarters of parents who are working from home (76% and 75%, respectively). Snacking has also been an antidote for loneliness and avenue for connection, as 3 in 4 global adults have done something to connect with others via food in the last 6 months (77%), such as making a snack together (40%), giving a snack as a gift (31%), or grocery shopping for someone who could not go themselves (29%).

AS AT-HOME SNACKING RISES, SO DO APPETITES FOR MINDFULNESS AND WELLBEING

More than half of global adults have relied on snacks for nourishment during the pandemic (54%), attesting that snacks have been nourishing to their body, mind, and soul during these strange times (64%). A majority are also more mindful snacking at home, saying they are more focused on the snacks they eat these days (57%), and that they have more control over the portions they eat because they are snacking at home more often (66%).

VIRTUAL SNACK SHOPPING REACHES A TIPPING POINT AS NOW ALMOST HALF BUY ONLINE

Half of global adults say they have started to buy snacks online more often than they do in-store or offline (47%), with 7 in 10 planning to continue shopping for snacks online once the pandemic is over (69%). A majority say the pandemic has opened their eyes to so many more ways to get snacks than they knew existed before (57%), including 3 in 10 who have discovered snacks to try on social media (28%).

KEY RESEARCH FINDINGS, PART 1

A GLOBAL SURGE OF SNACKING

Offering bite-sized moments of satisfaction and relief amidst uncertainty



THE PANDEMIC HAS ACCELERATED THE GLOBAL GROWTH OF SNACKING

Especially true for millennials and those working from home, the rise in snacking is often in lieu of larger meals

SNACK HABITS DURING THE PANDEMIC

46% snacking more

62% working from home during pandemic (WFH) | 56% millennial | 56% developing countries | 53% make health top priority

42% snacking the same

12% snacking less



88%

**INCREASING OR
MAINTAINING**

WHO'S LEADING THE SNACK PACK?

Millennials (70%), those working from home during the pandemic (67%), who live in the developing world (67%) and who make health a top priority (63%) are especially likely to say they “prefer to eat more small snacks throughout the day, as opposed to a few large meals.”

73%

of millennials say, “i can't imagine my life without snacks.”

The majority of millennials (64%) & centennials (60%) say, “during the pandemic, I eat / ate more small snacks throughout the day, as opposed to a few large meals.”



FOR PEOPLE EVERYWHERE, SNACKING HAS BEEN A “LIFELINE” THIS YEAR

The majority plan to continue eating snacks instead of meals in the future, saying snacking will be part of their “new normal” after the pandemic ends

LOOKING FORWARD, SNACKING CONTINUES TO OUTPACE MEALS

Nearly two-thirds plan to continue eating small snacks throughout the day, as opposed to fewer large meals (64%), and 6 in 10 say “snacking will be part of my ‘new normal’ even after the pandemic ends” (58%).

69%

“Snacking helps me get through the day.”

78% WFH | 82% parents working from home (WFH parents)

59%

“Snacks help me get through difficult situations.”

70% WFH | 74% WFH parents | 70% millennial | 67% centennial

52%

“Snacking has been a lifeline for me during the pandemic.”

64% WFH | 69% WFH parents

OFFERING BITE-SIZED MOMENTS OF SATISFACTION AND PEACE

A majority say it has helped distract them from a trying year – especially parents who are working from home

SNACKING...



“...IS ONE OF THE FEW SOURCES OF REWARD AND SATISFACTION IN MY DAY.”

66% *78% WFH parents
77% millennial*

Compared to 2019, snackers are more likely to often or always choose snacks by how comforting (51%, 44% 2019, +7%), fun to eat (48%, 41% 2019, +7%), indulgent (52%, 47% 2019, +5%), and relaxing (49%, 44% 2019, +5%) they are.



“...HAS GIVEN ME MUCH NEEDED MOMENTS TO MYSELF DURING THESE PAST FEW MONTHS.”

65% *81% Covid caregiver | 79%
WFH parents | 76% millennial |
71% centennial*

A slight majority of global adults say they prefer to snack alone (54%), rather than with others (46%), especially those in Western countries (61%, 46% Eastern).



“...HELPS ME TAKE MY MIND OFF THE ISSUES OF THE WORLD.”

60% *73% WFH parents | 73% AMEA |
70% millennial & centennial*

More than half of global adults say, “snacking helps keep me busy,” (54%), including 64% of Millennials.

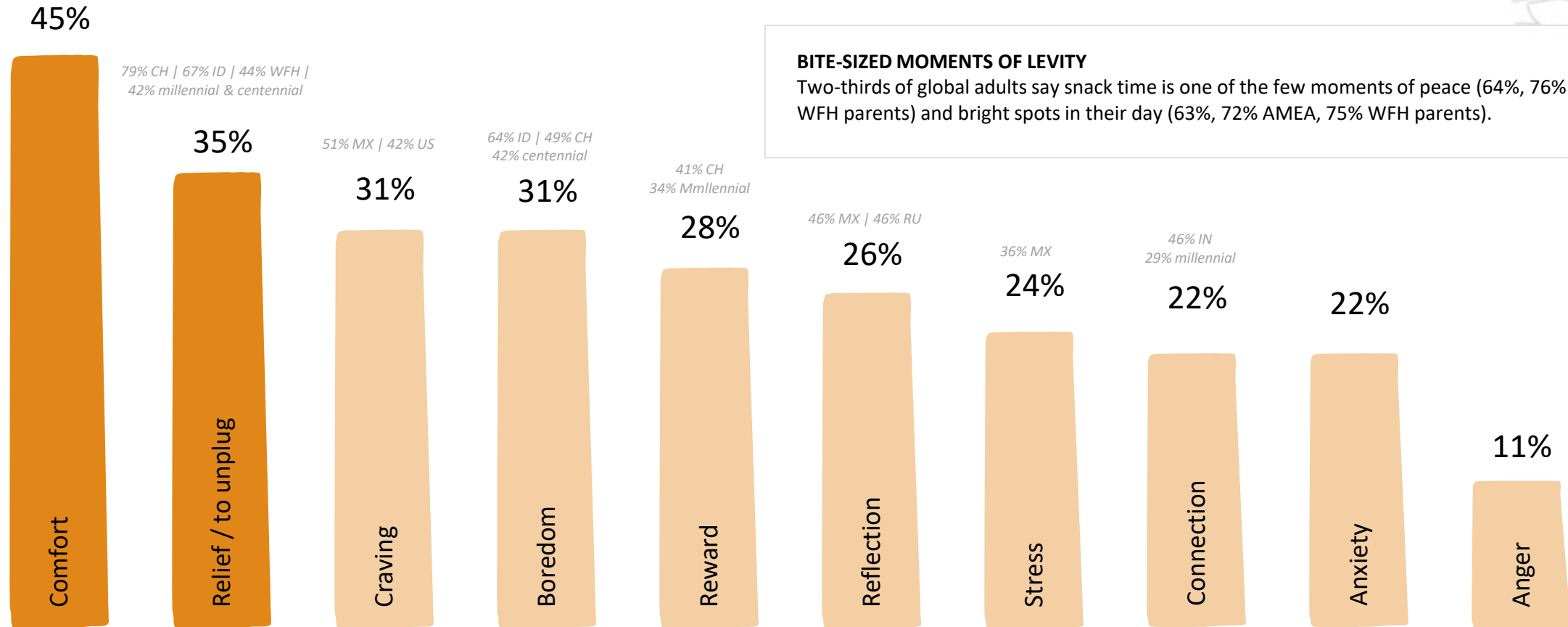


SNACKING GIVES COMFORT AND RELIEF FROM THE YEAR'S EVENTS

These positive emotions are more commonly experienced while snacking than stress, anxiety, and anger

65% CH | 58% IN
57% WFH parents

EMOTIONS EXPERIENCED WHILE SNACKING DURING THE PANDEMIC



79% CH | 67% ID | 44% WFH |
42% millennial & centennial

51% MX | 42% US

64% ID | 49% CH
42% centennial

41% CH
34% Millennial

46% MX | 46% RU

36% MX

46% IN
29% millennial

BITE-SIZED MOMENTS OF LEVITY

Two-thirds of global adults say snack time is one of the few moments of peace (64%, 76% AMEA, 76% WFH parents) and bright spots in their day (63%, 72% AMEA, 75% WFH parents).

MANY ARE LEVERAGING SNACKS MORE OFTEN TO BOOST THEIR MOOD

Energy for busy days and connection with others are less of a priority as snackers spend more time at home

Compared to last year

MORE LIKELY TO SNACK...

For comfort
(47%, +6% 2019)

To reward myself
(46%, +5% 2019)

To boost mood
(45%, +5% 2019; 58% WFH)

To relax
(44%, +5% 2019)

'Me' time
(42%, +2% 2019)

To relieve boredom
(37%, +5% 2019)

EQUALLY LIKELY TO SNACK...

To stay alert
(39%)

To take care of my body
(38%)

LESS LIKELY TO SNACK...

To connect w others
(26%)

GENERATIONAL SNACKING TRENDS

This year, centennials are snacking more often to relieve boredom (49% 2020, 40% 2019, +9%), Millennials are snacking more for comfort (57% 2020, 49% 2019, +8%), Gen Xers to boost their mood (44% 2020, 36% 2019, +8%), and Boomers to reward themselves (36% 2020, 28% 2019).

SNACK BREAK ESCAPE

A quarter of global adults say they have kept a secret snack stash just for themselves during the pandemic (24%, 33% centennial & millennial), while 1 in 5 have gone for a drive or walk outside of the house to enjoy a snack in peace (20%, 28% millennial).

SNACKING HAS OPENED DOORS FOR CONNECTION IN AN ISOLATING TIME

Over three quarters have done something to connect with others via food in the last 6 months (77%), while half say, “snacking with others has been a high point of my days during the pandemic” (52%, 63% WFH)

ACTIONS TAKEN TO CONNECT WITH OTHERS

40%	Made a snack with others in your household	60% CH
39%	Eaten a snack to celebrate a special occasion	54% IN 46% millennial 45% centennial
31%	Given a snack as a gift or treat to a family member or friend	58% CH 40% millennial
29%	Grocery shopped for someone who could not go themselves	41% IN / 41% MX / 35% RU
21%	Eaten a snack to remember someone when you couldn't see them	40% IN
19%	Shared a snack virtually with someone	41% IN 37% someone in HH had Covid 28% millennial 26% centennial
17%	Had a "bring your own" dinner / snack gathering so everyone could enjoy their food together while socially distanced	
17%	Donated food to your community	42% IN 23% millennial
23%	No - I have not done anything with snacks / food to connect with others in the last 6 months	



59%

“I’ve felt more connected to my community during the pandemic.”

67% millennial | 63% parents

MANY HAVE BUILT NEW FAMILY SNACKING TRADITIONS WHILE AT HOME

Nostalgic snacking has also been a source of comfort for people of all ages around the world



“I have used snacks as part of activities to keep my kids entertained during the pandemic.”

62% parents

70% parents who prioritize health, 78% WFH parents



“Snack time is one of the few times a day where my family/ household comes together.”

56% parents

60% dads, 64% parents who prioritize health, 72% WFH parents



“My family/household has developed new snacking rituals or routines during the pandemic.”

50% parents

58% parents who prioritize health, 69% WFH parents

PARENTS ARE MORE LIKELY TO RELY ON SNACKS REGULARLY TO BOOST THEIR MOOD THIS YEAR (47% 2020, 41% 2019, +6%).

More than half of global adults have been buying nostalgic snack brands from childhood (53%, 67% millennial, 63% centennial) and snacks that bring back good memories (59%, 73% millennial, 64% centennial) during the pandemic.

13% of parents admit they have found crumbs in their children’s facemask.

CULTURAL SNACKING RITUALS ARE ALSO SHIFTING AROUND THE WORLD

Those who live in the developing world are especially likely to anticipate long-term shifts in how society snacks



TWO-THIRDS SAY...

“The current pandemic will have a long-term impact on how we consume snacks as a society”
(65%).

*74% developing countries
(56% developed)*



62%

“Due to the pandemic, my community has had to change the way we share snacks.”

71% developing countries (52% developed)

59%

“My community has had to change the way we serve food because of the pandemic.”

67% developing countries (51% developed)

55%

“My culture's snacking rituals are Changing due to the pandemic.”

64% developing countries (45% developed) | 65% millennial | 62% centennial



KEY RESEARCH FINDINGS, PART 2

AT-HOME SNACKING HABITS

As snacking routines shift, people continue to rely on snacks for nourishment and wellbeing

SNACKING ROUTINES ARE SHIFTING WITH MORE SPONTANEITY AT HOME

Afternoon and late-night snacking are on the rise for many, while breakfast becomes less of a priority for some

58% “My snacking schedule is more unplanned / different each day.”

65% centennial & BR

VS.

“I have a snacking routine that is more or less the same each day.” **42%**



SNACK TIME SHIFTS AROUND THE WORLD

Those who live in India are ramping up afternoon snacking (77% 2020, 63% 2019, +14%), while Indonesians are more likely to enjoy a midnight snack this year (31% 2020, 17% 2019, +14%),

Indonesians (40% 2020, 51% 2019, -11%) are report lower likelihood to eat breakfast this year, as do those in the US (49% 2020, 61% 2019, -12%).

Meanwhile snacks between meals are on the rise in China (between lunch and dinner: 57% 2020, 46% 2019, +11%, between breakfast and lunch: 53% 2020, 42% 2019, +11%), as are after dinner bites (38% 2020, 27% 2019, +11%). And, in Mexico, pre-dinner aperitifs are on the rise (25% 2020, 18% 2019, +7%).

MANY ARE STARTING TO SPEND MORE TIME SAVORING SNACKS

Developing and eastern countries are showing signals of slowing down and lengthening their snack breaks



AVERAGE TIME SPENT CONSUMING A SNACK

Global average: 15.5 minutes (+.4 min / 24 seconds from 2019 – 15.1)

DEVELOPING COUNTRIES



DEVELOPED COUNTRIES



EASTERN COUNTRIES



WESTERN COUNTRIES



MINDFUL SNACKING

Snacking is part of everyday living. It can provide fuel for energy or a boost to jump-start your day. It can also simply be a treat.

These days, though, there is so much focus on what people are eating, and not enough on WHY and HOW to fully enjoy a snack.

Mindful snacking is an approach that encourages you to eat with attention and to be present in the moment.

Read more at:
<https://www.snackmindful.com/>

APPETITES FOR SALTY SNACKS ARE ALSO RISING THIS YEAR

AMEA and Europe are snacking more on savory foods, while North Americans lean toward sweets

WHILE OLDER SNACKERS GO SALTY, CENTENNIALS HAVE A SWEET TOOTH

Among the 14 snack categories we surveyed, no single one had a significant decline in weekly consumption compared to last year – and half of them meaningfully increased.* The largest year-over-year jump occurred in salty snacks category, including crisps, popcorn and pretzels (55% eat once a week or more in 2020, 48% 2019, +7%).

This was the #1 growth category among Millennials, Gen X, and Boomers, while Centennials are more likely to increase snacking on cake (44% 2020, 37% 2019, +7%) this year.

**Categories that significantly increased: (1) Crisps / Popcorn / Pretzels, (2) Savory biscuits and crackers, (3) Soup, (4) Chocolate, (5) Sweet biscuits and cookies, (6) Candy, and (7) Bread. Categories that have no significant change: (1) Fruit, (2) Cake and bakery sweets, (3) Snack bars, (4) Yoghurt, (5) Local or traditional sweets, (6) Chewing gum, and (7) Ice cream.*



In North America...

Chips /crisps and chocolate are among top growing categories (chips: 65% eat once a week or more 2020, 59% 2019, +6%; chocolate: 57% 2020, 50% 2019, +7%).



In Europe...

Crackers and chips / crisps are on the rise (crackers: 47% 2020, 42% 2019, +5%; chips: 45% 2020, 35% 2019, +10%).



In AMEA...

savory biscuits and local snacks are spiking year-over-year (biscuits: 65% 2020, 59% 2019; local snacks: 59% 2020, 53% 2019, +6%).



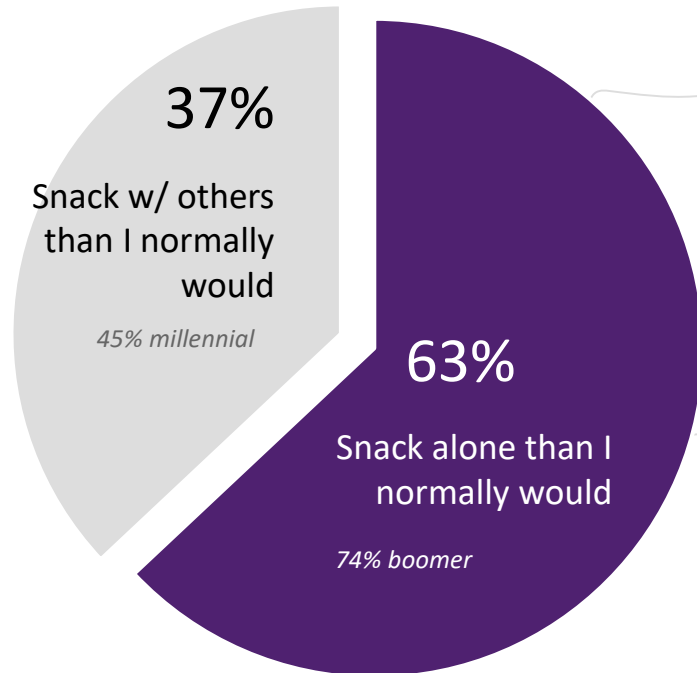
In Latin America...

No single category showed significant shifts year over year, though fruit is notably more popular there than in other markets (89% LATAM, 83% overall).

MOST ARE SNACKING SOLO, WHICH ALLOWS FOR MORE MINDFUL EATING

That said, two-thirds can't wait to get back to social snacking once the pandemic ends

**DURING THE PANDEMIC,
I HAVE BEEN MORE LIKELY TO...**



64%

“Once the pandemic ends, I can't wait to get back to shared snacking with my friends and family outside my home.”

*72% developing countries (56% developed) |
76% millennial | 72% centennial*

More than half also say they are more focused on the snacks they eat these days, for example, being less likely to multi-task (57%), including 68% of millennials.

SNACKERS ALSO FEEL MORE EMPOWERED TO CONTROL PORTIONS AT HOME

In addition to convenience and portability, portion-controlled snacks allow for mindfulness and moderated indulgence

REASONS TO SEEK PORTION-CONTROLLED SNACKS

(AMONG THOSE WHO SEEK PORTION-CONTROLLED SNACKS)

Helps me feel
More in control of
snacking
(38%)

46% CA

Helps me eat
enjoyable or
indulgent food
without guilt
(37%)

Helps me stay
aware / avoid
Mindless eating
(36%)

47% ID

Keeps snacks
fresher longer
(32%)

44% CH | 42% IN

Better
Portability
(31%)

48% CH | 40% DE

Helps me
Avoid wasting food
(33%)

42% FR | 42% MX

Saves time /
More convenient
(29%)

40% CH

Two-thirds say, “Because I am snacking at home more often, I have more control over the portions I eat” (66%).

74% make health a top priority

MOST HAVE RELIED ON SNACKING FOR BOTH NOURISHMENT AND WELLBEING

Snacks that are immunity-boosting are particularly top of mind in the current health climate

71%

“Snacking gives me a much-needed pick me up throughout my day.”

84% WFH parents | 80% WFH | 75% moms

PARENTS PRIORITIZE PORTIONS AND PROTEIN

While dads prioritize snacks that are high in protein (34%, 30% moms), moms opt for portion-controlled bites (28%, 23% dads).

MINDFULNESS VARIES BY MARKET

Those who live in developing countries have a more holistic focus, actively seeking snacks that are vitamin rich (46%), support gut health (41%), and boost immunity (41%), while those in developed markets emphasize ingredients, prioritizing snacks that are high in fiber (25%) while also being

A MAJORITY OF GLOBAL ADULTS SAY...

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

70% developing countries (59% developed) | 69% health is top priority

56% “I actively seek snacks that are immunity boosting.”

69% developing countries (43% developed) | 69% health is top priority

54% “I have relied on snacks for nourishment during the pandemic.”

60% developing countries (47% developed) | 59% health is top priority

AS SNACKERS SEEK BALANCE BETWEEN MENTAL AND PHYSICAL HEALTH

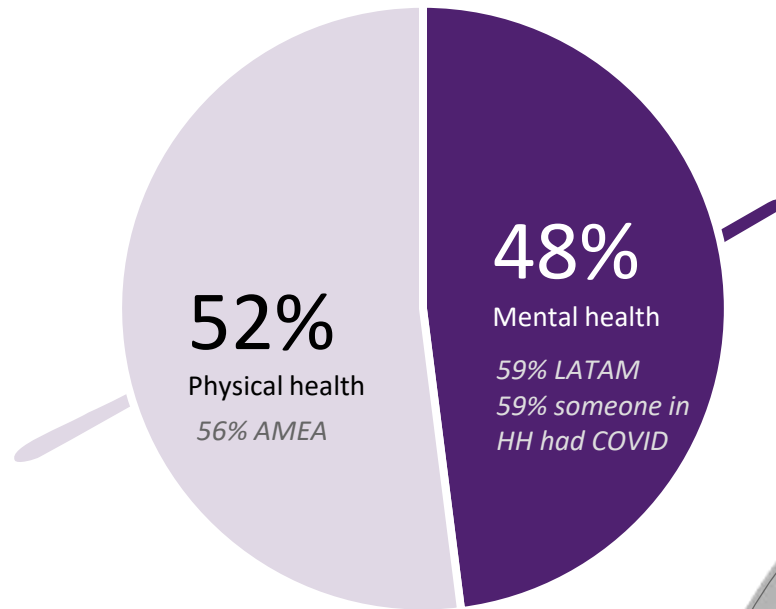
A majority are more in tune with their physical needs, as well as the mental and emotional relief snacking offers

DURING THE PANDEMIC, I HAVE FOCUSED MORE ON MY...

1 in 5 have eaten a snack while wearing a mask (19%, 26% AMEA), including 13% who say they used it as "cover to 'sneak' a snack" (20% AMEA). 16% also admit they have found food/food stain on their mask, while 1 in 10 have found crumbs inside their mask (10%).

64%

"These days, I am more aware of the snacks my body needs."



67%

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

75% WFH

SNACK LEADERSHIP FOR GOOD

Majorities believe companies (81%) and government (69%, 79% Amea) should do more to make snacks healthier for consumers.

KEY RESEARCH FINDINGS, PART 3

SNACK SHOPPING GOES VIRTUAL

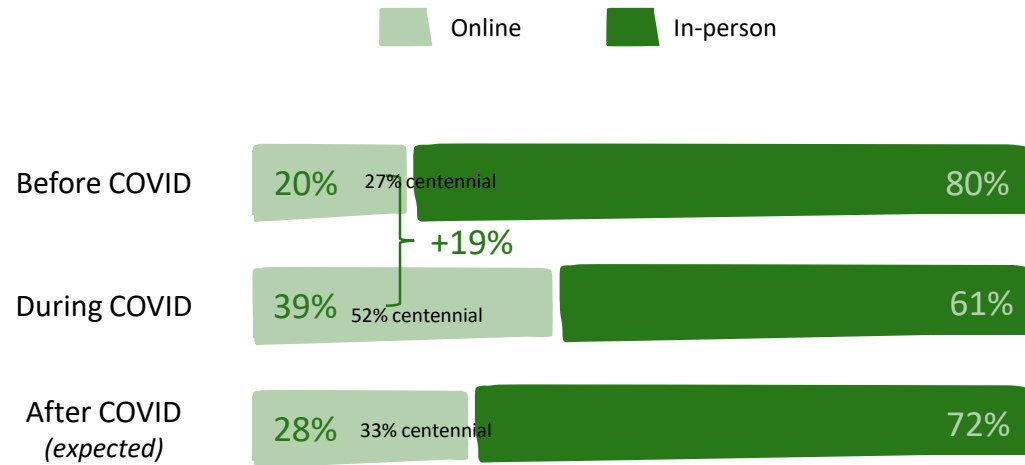
Snackers turn to ecommerce and trusted brands for safety and guidance



THE PANDEMIC HAS SHIFTED SNACK SHOPPERS ONLINE THIS YEAR

About half of online shoppers say they have started to buy snacks online more often than they do in-store or offline (47%), including a majority if millennials (64%) and centennials (55%)

SNACK SHOPPING DONE ONLINE VS IN-PERSON



64%

“Shopping for snacks online is now part of my routine.”

72% AMEA | 71% WFH | 71% millennial

PARENTS TO CONTINUE ONLINE PURCHASE

Before the pandemic, parents and non-parents were equally likely to shop online; however, after COVID, parents (30%) are more likely to say they expect to continue shopping online than non-parents (26%).

ENTICED BY CONVENIENCE, MANY PLAN TO SNACK SHOP ONLINE LONG-TERM

People around the world have been surprised by how easy the experience has been

77%

Say shopping for snacks online was easier than they thought it would be

83% developing countries (67% developed)

69%


Plan to continue shopping for snacks online once the pandemic is over

73% developing countries (62% developed)

67%

Started snack shopping online because it was safer, but will stick with it because it's convenient

73% developing countries (59% developed)



Half would rather shop for packaged snacks online than fresh produce (48%).

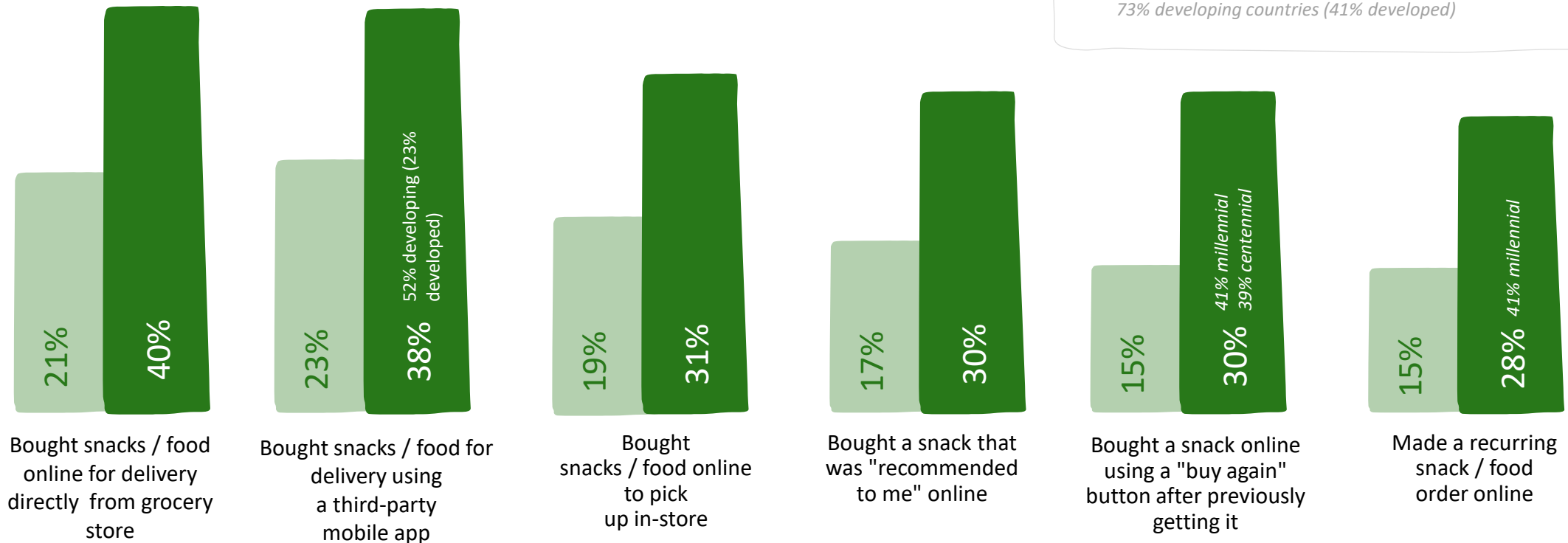
*59% eastern countries (41% western) |
63% millennial | 58% centennial*

SNACKERS ARE LEANING INTO CONTACTLESS AND VIRTUAL WAYS TO SHOP

Automation such as recommendations and recurring orders also make shoppers' lives easier during Covid

ONLINE ORDERING BEHAVIORS

Before Covid During Covid



6 in 10 say, "the pandemic has opened my eyes to so many more ways to get snacks than I knew existed before" (57%).

73% developing countries (41% developed)

APPETITES ARE ALSO RISING FOR NEW ONLINE SHOPPING EXPERIENCES

Snackers are seeking gamification, personalization, and rewards to maximize the digital environment

65% are interested in at least one of the following online shopping experiences:



Mix and match bulk snack packs where you could choose your own variety of flavors (35%)

49% AMEA



An online virtual store where you can walk through and browse the aisles (27%)

39% LATAM



A game-like shopping experience that gives you points for buying which can be redeemed for free snacks (27%)



Exclusive access to new products and flavors, found only online (26%)

35% millennial



Membership for an online platform for loyalty points, access earlier to new products or personalized snacks (24%)

31% millennial & centennial



A subscription service that automatically sends you snacks based on your preferences (19%)

MANY HAVE FOUND NEW SNACKS TO TRY WHILE SHOPPING ONLINE

Snacks are discovered most often when browsing, though 3 in 10 have also found them on social media

WAYS OF FINDING NEW SNACKS THESE DAYS

59%

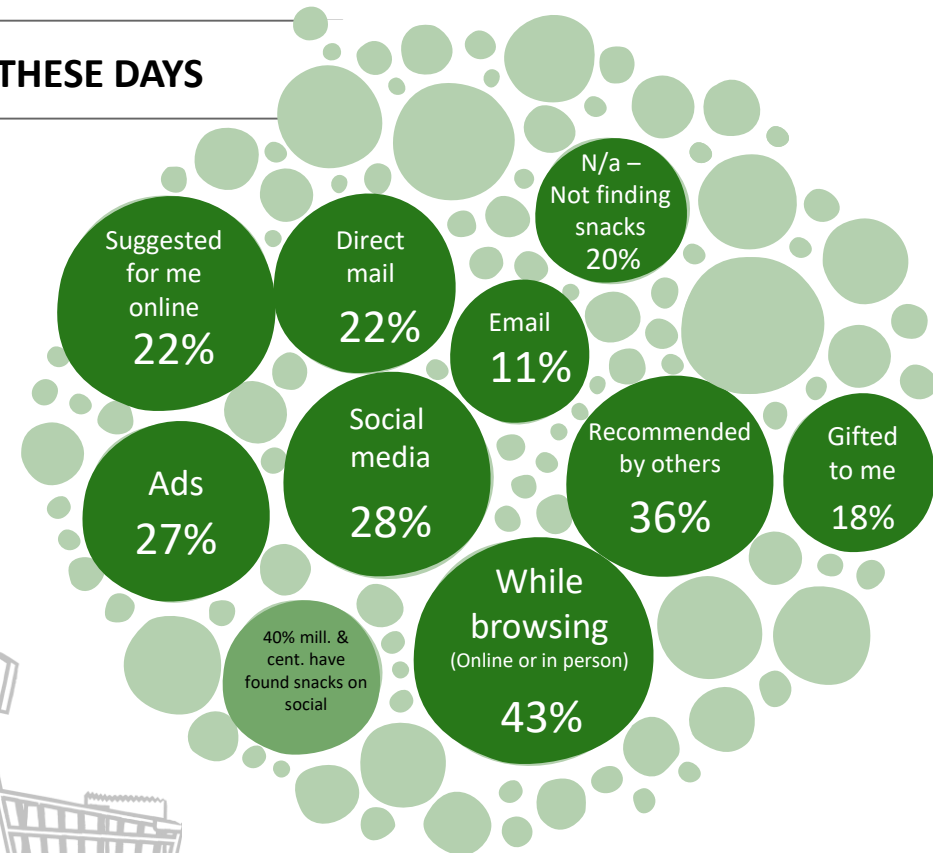
“I have tried new types of snacks during the pandemic.”

68% developing countries (49% developed)

47%

“I have discovered new snacks or adopted new snacking habits by shopping online.”

61% developing countries (34% developed) | 65% millennial | 57% centennial



WHILE SOME SHOPPERS RELY ON LISTS, OTHERS ARE MORE SPONTANEOUS

More than half have been buying snacks in bulk during the pandemic to avoid going to the store as often (54%)

52% “During the pandemic, I tend to shop for snacks without a list.”

59% ID | 57% BR | 59% centennials

VS.

“During the pandemic, I tend to shop for snacks with a list.”

48%



Global adults are more likely to say their list changes as they shop when shopping in person (34%), vs. online (23%).



ABSENCE MAKES SHOPPERS FONDER (OF THE GROCERY)

64% say they miss leisurely perusing the aisles at food stores, while 59% admit shopping for snacks / food in-person is one of the highlights of their week these days.

ULTIMATELY SNACKERS ARE RELYING ON TRUSTED BRANDS THIS YEAR

Amid uncertainty, familiar snacks provide comfort consistently for people around the world

74%

“During these uncertain times, I prefer to stick with brands I know.”

68%

“When it comes to snacks, I am relying more on trusted brands, rather than trying new ones these days.”

**MORE
THAN HALF**

say they would rather buy snacks directly from the manufacturer than from a third-party provider (53%), including 64% of millennials and 59% of centennials.



FOR MORE INFORMATION, PLEASE VISIT:
WWW.STATEOFSNACKING.COM

Mondelēz
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