



# 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%



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.<sup>2</sup>

**60%**  
of consumers say  
**premium snacks**  
are worth  
paying extra<sup>1</sup>

**SNACKS ARE INDULGENCES**



**85%**  
say, when indulging, they  
**don't want to**  
**sacrifice flavor**<sup>3</sup>

<sup>2</sup>FONA International, WHAT'S NEW IN SNACKS? 2021 Category Insight

<sup>1</sup>IRI 2021 Snacking Survey % of Consumers  
<sup>3</sup>Mondelēz 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 waste<sup>1</sup>



**#1**  
**environmental impact**  
on consumers' food choices is **availability of low waste packaging.**<sup>2</sup>



**85%**  
want snacks from companies that are **working to offset their environmental impact.**<sup>2</sup>



<sup>1</sup>FONA International, WHAT'S NEW IN SNACKS? 2021 Category Insight  
<sup>2</sup>Mondelēz 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](#)



**CONFETTI'S MISSION OF LOVE**

Confetti makes delicious upcycled snacks from ugly veggies to reduce food waste, and uses colorful plants to feed the hungriest people in the world using a Robin Hood approach. We donate a portion of nutrient dense snacks to end hunger and malnutrition by working with global humanitarian missions to distribute snacks in the poorest parts of the world.





# Want more snack trends?...

Reach out to  
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for the FREE full report

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