

Report Excerpts

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Snacking in America

The changing role of snack foods in America

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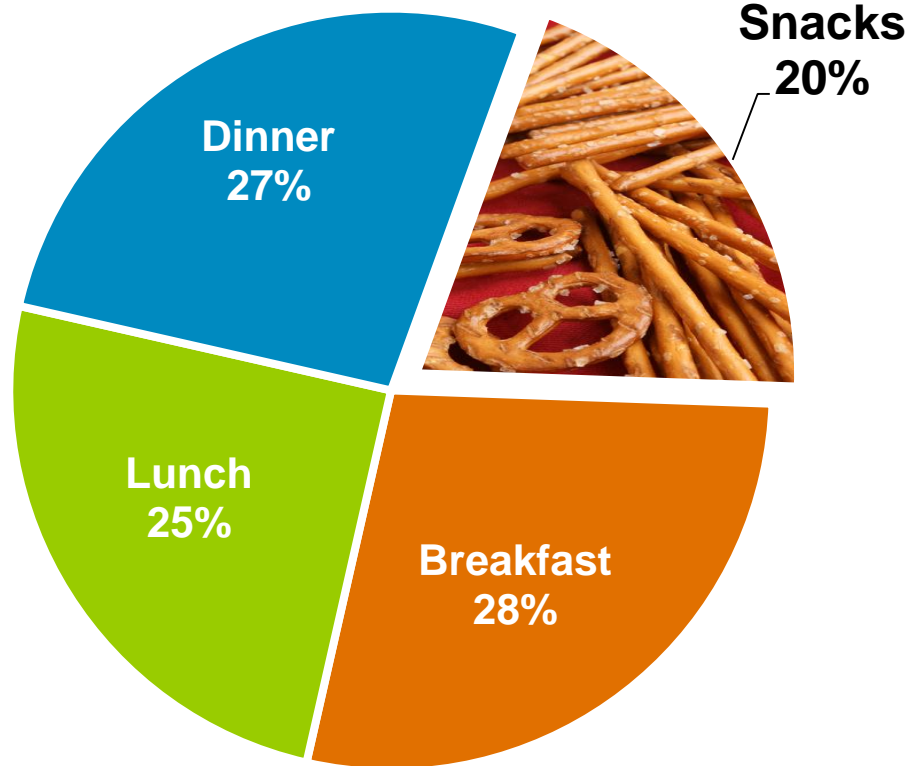
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Behind Every Business Decision

One out of every five eating occasions is a snack.

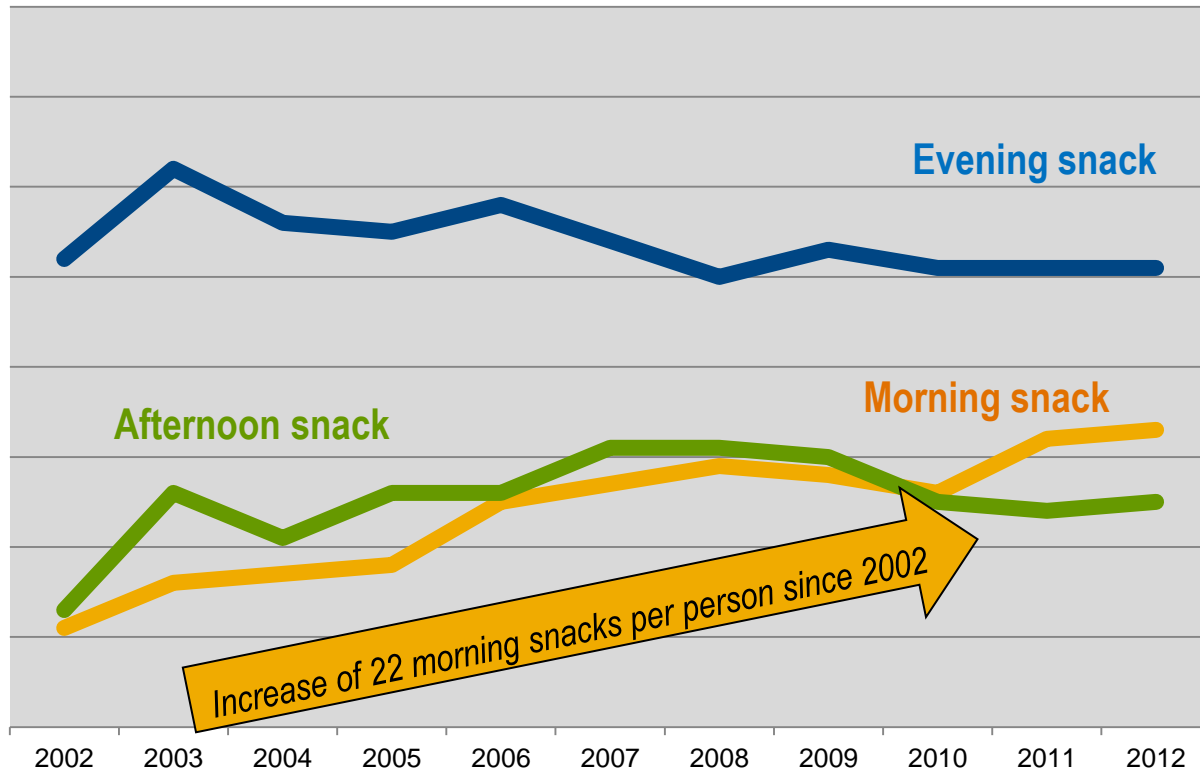
In-Home and Away-From-Home Meals by Occasion
% of meals



Source: The NPD Group/NET® and CREST® services, year ending Feb 2012
Does not include skipped meals

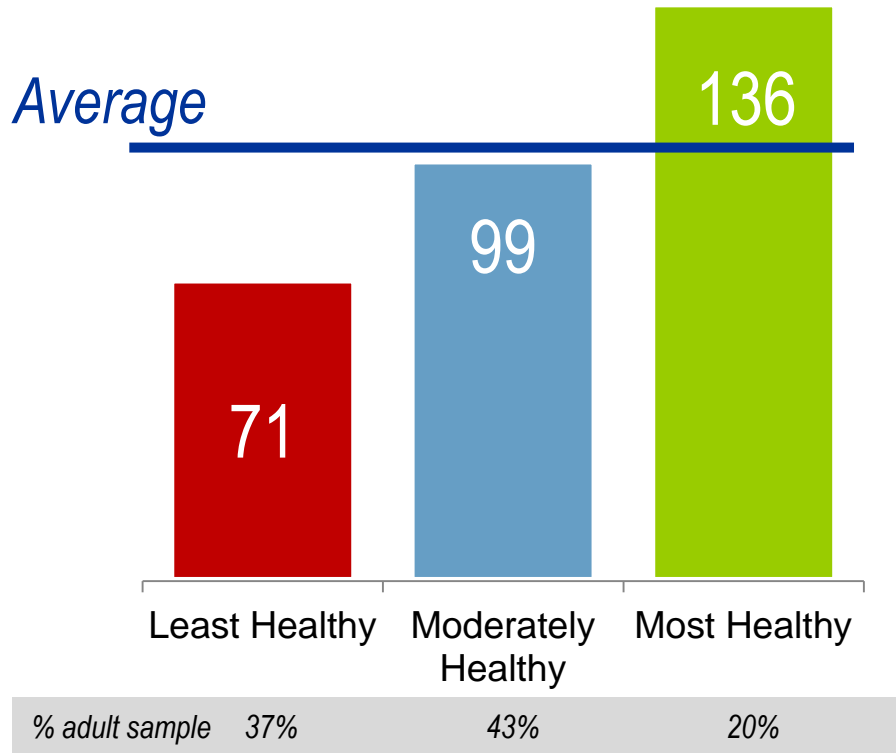
In-home morning snacking has shown the strongest growth in recent years.

In-Home Snack Occasion Eatings – Frequency by Daypart
Annual snack eatings per capita



The healthier our eating habits, the more frequently we snack between meals.

Index of Snacking by NPD’s Healthy Eating Index
index of annual snack meals per capita*



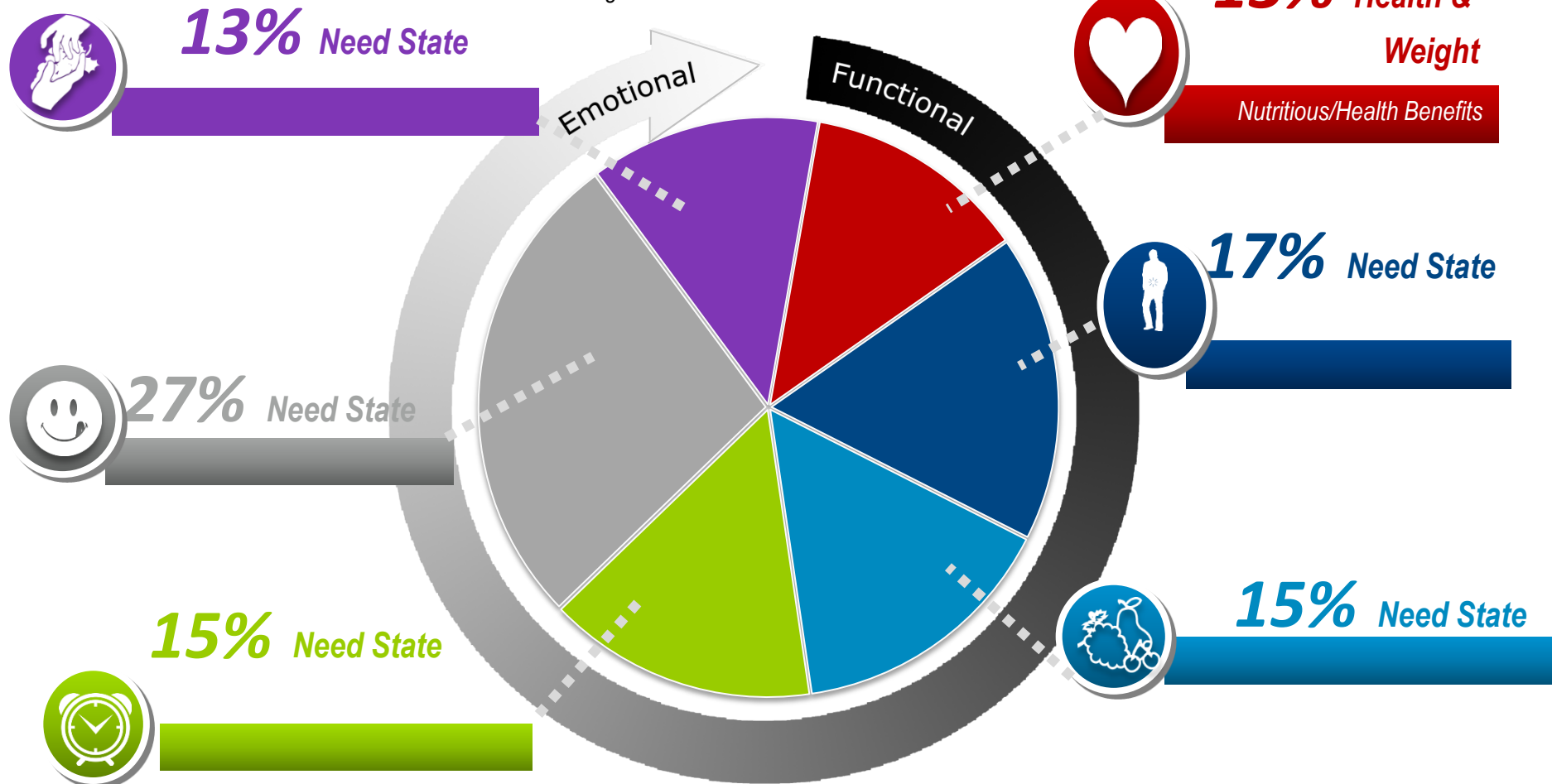
In fact, those following a “most healthy” diet eat a wider variety of healthy snacks such as fruit, yogurt, and bars.

Consumer-based multivariate analyses determined six aggregate motivational need states driving snack food selections

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Snacking in America – Report Excerpt

Snack-Oriented Convenience Foods:
Motivational Need State Distribution
% of eatings across motivational need states



For more information about the **Snacking in America** report, contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.

