



THE NON-SNACKER 12%

“ I’m not really much of a snacker. ”

The non-snacker doesn’t snack frequently but considers snacking part of a healthy diet. Before shopping, they plan ahead by making a shopping list, determining how much they will spend and finding coupons. Also, they are more likely not to care about food scares.

Time of day



Snack frequency

L  H

Commitment to health

L  H

? WHO ARE THEY?

- Pre-Boomers
- More likely to be lower income
- Moderation wellness approach



SNACKING ATTITUDE

- Part of a healthy diet



POSSIBLE SNACK OFFERINGS

- Small meals
- Fresh
- Simple