



## THE BORED SNACKER 28%

“ I snack because there’s nothing else to do. ”

The bored snacker snacks frequently and considers snacks their favorite food. They are interested in getting recipe suggestions and learning how to plan meals. They aren’t sure how to prepare healthy meals, and they find it daunting to try to change their diet.

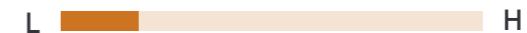
### Time of day



### Snack frequency



### Commitment to health



### ? WHO ARE THEY?

- Millennials and Gen-Xers
- More likely to be single
- Bad cooks
- Not concerned with health
- Food splurge when lonely, sad or stressed

### SNACKING ATTITUDE

- It’s fun
- Favorite kind of food



### POSSIBLE SNACK OFFERINGS

- Bold, adventurous flavors
- Novel concepts
- Trendy items