

Implications



Put Snacks on the Menu

Capitalize on consumers' interest in QSR snack solutions with snack sizes of traditional meal options or an expanded appetizer menu.



Focus on Health

Healthy snacking is where it's at. Consumers recognize that snacking can be healthy, but not all snacks are healthy. Food marketers who can deliver healthy, convenient options will win big.



Feed the Fun

Consumers love snacking for the fun and variety it provides. Keep things exciting with novelties that depart from standard mealtime fare.



Think Beyond Three Meals

Look for opportunities to provide consumers with food options outside of breakfast, lunch and dinner. Other key snacking times include late-night and afternoon (e.g., Taco Bell's Fourth Meal, SONIC Drive-In's Happy Hour).