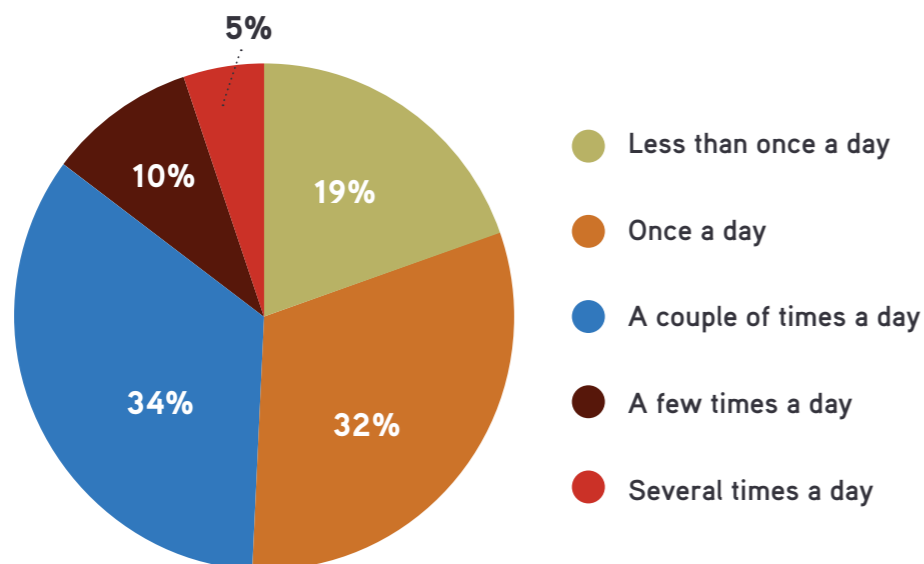


## Younger generations are driving snacking frequency

The majority of Americans (81%) are snacking at least once a day, with almost half snacking twice or more. The Millennial generation is a strong driver of the prevalence of snacking. Frequent snacking throughout the day is more common among Millennials, who are 40% more likely to snack a few times a day or more. Boomers, on the other hand, are 23% more likely to snack less than once a day.

### Snacking Frequency

Q: How often do you snack?



### Snack a few times a day or more

