

## Snacking has been redefined

Some consumers may be reporting an increase in frequency of snacking simply because their definition of a “snack” has broadened. Almost half (44%) of people say their definition of a snack has evolved. And while past generations equated snacks to nothing more than junk food, today’s consumers have a broader definition.

### WHAT “SNACKS” USED TO BE



### EXPANDED DEFINITION OF “SNACKS”

