

Occasion Innovation in Snacks: Routine Concepts

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INTRODUCTION

In lieu of economic challenges, snack purchases are becoming more pre-planned

Key findings

SNACKING PATTERN SHIFTS

As impulse is in flux, innovations that cater to consumer routines should expand for growth

Consumers intend to continue seeking value in their snacks

Manufacturers should prioritise routine snacking innovations as pre-planned purchases grow

ROUTINE-BASED SNACKING OCCASION INSIGHTS: WORK/SCHOOL

Work and school activities create a broad range of needs that snacks can fulfil

Work and school innovations should strive to balance taste and health to push the occasion

Utility signalling, need state positioning and portability offering are key for work/school snacks

ROUTINE-BASED SNACKING OCCASION INSIGHTS: ON-THE-GO (OTG)

Returning mobility and convenience seeking expand touchpoints and nutrition needs

Consumers on-the-go are attracted to nutrient density and cause-based formulations

Support active, OTG lifestyles with more meaningful reasons to snack

ROUTINE-BASED SNACKING OCCASION INSIGHTS: SOCIAL GATHERINGS

Gatherings can be an opportunity to elevate the experiential dimensions of snacks

Snacks for gatherings should ensure to accommodate taste, variety and convenience

Allowing consumers to deepen joy and presence of the moment is the goal for social snacks

EVOLVING ROUTINES/CONCLUSION

The future of routines may lend itself to broadening and unexpected moments for snacking

Conclusions/Takeaways (1)

Conclusions/Takeaways (2)

What else to read on the topic?

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