

Anytime, Anywhere? The Evolution of Snackification in 2020 and Beyond

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INTRODUCTION

Scope

Key findings

SNACKING BEFORE COVID-19

Two underlying drivers of snacking trends

Urbanisation changes how people eat

Technology reshapes expectations and the retail landscape

COVID-19: short-, mid- and long-term implications for snackification

SHORT-TERM DISRUPTION

COVID-19: Severe short-term disruption

The rapid spread of COVID-19 forces societies into lockdown

Away-from-home food channels see unprecedented declines in traffic...

...as channel shifts relocate billions of meal occasions

Snacking moves from “anytime, anywhere” to “always at-home”

Immediate consumption loses relevance

On-the-go exposure is not uniform across snack categories...

...leading to significant shifts in category growth

Experiential snacking loses all momentum

E-commerce takes a great leap forward

The collapse of the on-demand economy

MID-TERM IMPLICATIONS

As mobility returns, the world enters a transitional “mid-term” period

MID-TERM IMPLICATIONS

Mid-term implications: SWOT analysis for packaged snacks

Strength: packaging provides a sense of security in a contactless world

Weakness: recessionary fall-out puts snacks at a disadvantage

Premiumisation reshaped by the pandemic and its recessionary fallout

Opportunity: a massive pool of meal occasions is up-for-grabs

Digital innovation will help restaurants reach more occasions

Threat: SKU rationalisation poses risks to traditional modes of innovation

Threat: snacks lose a key customer base as tourism flows collapse

LONG-TERM SHIFTS

Long-term shifts will define a “new normal” for snackers

LONG-TERM SHIFTS

Long-term shifts: SWOT analysis for packaged snacks

Strength: Continued shifts in the underlying socioeconomic landscape

Generational shifts in cooking and eating habits will persist

Weakness: Rapid acceleration of e-commerce limits impulse touchpoints

Adapting snacks to a world dominated by e-commerce

Opportunity: immune health as a new frontier for healthy snacking

Opportunity: Emerging markets will drive on-the-go snacking

Target emerging markets with portable snack solutions

Threat: less mobility in the workforce

Threat: less mobility in the workforce (cont.)

Threat: investment in contactless retail will pressure front-end impulse

CONCLUSION

Conclusion: responding to the pandemic's progression

APPENDIX

About Via Online Tracking from Euromonitor International

About Google Mobility data

About Google Mobility data (cont.)

About Euromonitor International

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