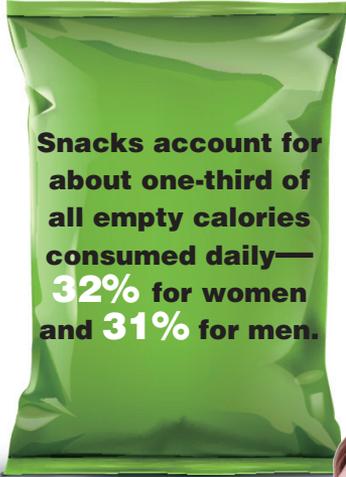


Americans' Snacking Habits Sneak Up on Them.

The food option behemoth continues to grow.

Snacks are a source of convenience and comfort for millions of Americans who need or want more than what's offered at mealtime. Eating salty, crunchy, sweet and processed tidbits has become a favorite pastime in the United States. "Snack technology has improved dramatically in the last 30 years, elevating the casualties of modern snack warfare," said Alex Korb, PhD, in *Psychology Today*. What does the burgeoning snacking industry currently look like?



Snacks account for about one-third of all empty calories consumed daily—**32%** for women and **31%** for men.

As of March 2014, snack sales totaled **\$374 billion annually**. That's a year-over-year increase of **2%**.



Children aged 2–18 consume almost three snacks a day, and snacking accounts for up to **27%** of children's daily caloric intake.



THE AVERAGE NUMBER OF EATING OCCASIONS PER DAY JUMPED FROM **3.9** IN THE LATE 1970S TO **5.6** IN 2009–2010. THE PERCENTAGE OF TOTAL CALORIES DERIVED FROM SNACKS DOUBLED FROM **12%** TO **24%**.

Snacks provide just over one-third of total daily fruit intake for both men and women.



On average, Americans consume **2.35** snacks per day.

>>According to a Nielsen report, **snacks as meal replacements** are an expanding opportunity.