



THE **SNACKING TRENDS** REPORT - 2017 -

New insights into where, when
and why Millennials snack

Brought to you by Welch's
Global Ingredients Group

MILLENNIALS: THE INFLUENTIAL SNACKERS

Consumer research by Mintel shows that **77% of Millennials believe they can't get through the day without eating a snack** – a significantly higher proportion than for any other demographic age group¹. By contrast, just 49% of Baby Boomers say they can't get through the day without snacking, 58% of Generation Xers and 64% of people in the iGeneration.

It's clear, therefore, that **Millennial consumers are an important demographic group in the snacking category**, and that a good understanding of the preferences and habits of these influential consumers will be highly valuable for snack brands.

Against this backdrop, in January 2017, Welch's Global Ingredients Group commissioned independent market research in order to understand how American Millennials who snack regularly view the snacking category. Welch's Global Ingredients Group is the supplier of FruitWorx real fruit pieces – premium Concord and Niagara grape inclusions created for the snack and bakery category.

Carried out by Surveygoo, the **online survey questioned 300 male and female American snackers between the ages of 18 and 35 about their snacking habits and preferences**. The results provide insights into where and when Millennials snack, why they snack, and what they want from their snacks. These insights provide snack manufacturers with an insider's view of how Millennial snackers think.

Here, we outline the key findings of the consumer research and explain what they tell us about how these Millennials snack.



¹ Snacking in Foodservice, US, Mintel 2016

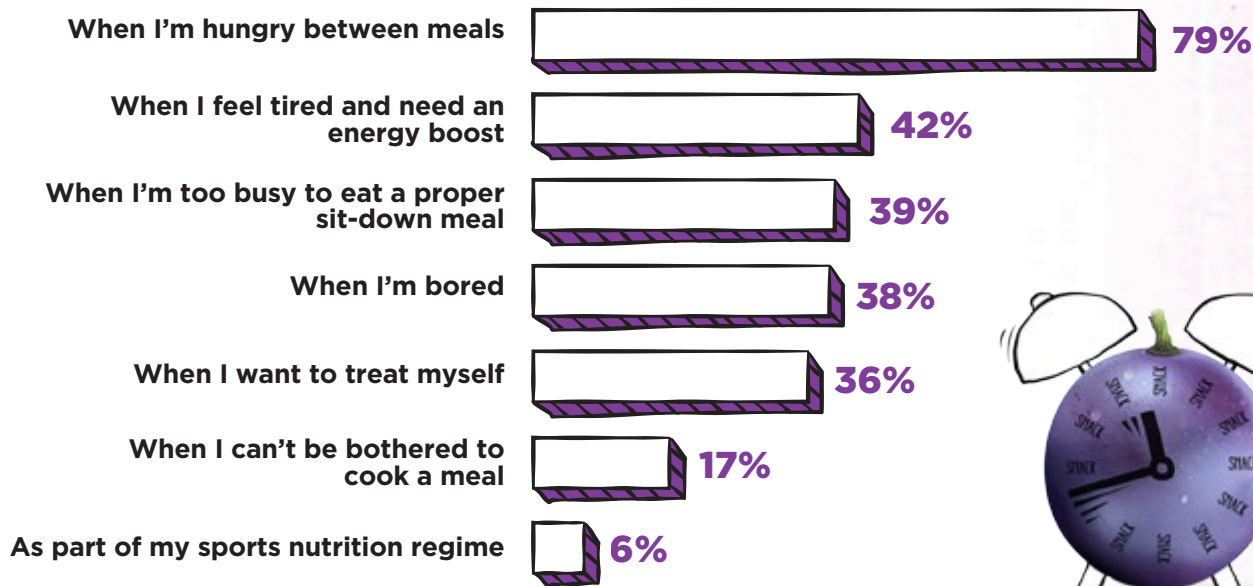
MILLENNIALS WHO SNACK, SNACK OFTEN

In the survey, the researchers **asked the respondents how often they ate a snack**. They found that over half of them do so **every day (53%)**, while **85% do so four days a week or more**. Furthermore, according to the survey, **62% of American Millennials who snack do so throughout the day**.

From our research we learned that the biggest single reason Millennial snackers eat snacks is because **they are hungry between meals (79%)**. Other key drivers appear to be linked to Millennials' busy lives and include **tiredness (42%)** and **being too busy to eat a sit-down meal (39%)**.

Millennial snackers are snacking at home and on the go, with **85% of them consuming snacks at home, 48% at work and 34% in the car**.

Q: When do you usually snack? (Pick as many answers as you like)



INSIGHTS & IMPLICATIONS



The survey findings highlight that American Millennial snackers are busy consumers for whom **snacking is important**. They do it often, and both at home and on the move. This means **snacks need to be fit for purpose** – easy to eat anywhere with minimal mess and fuss.

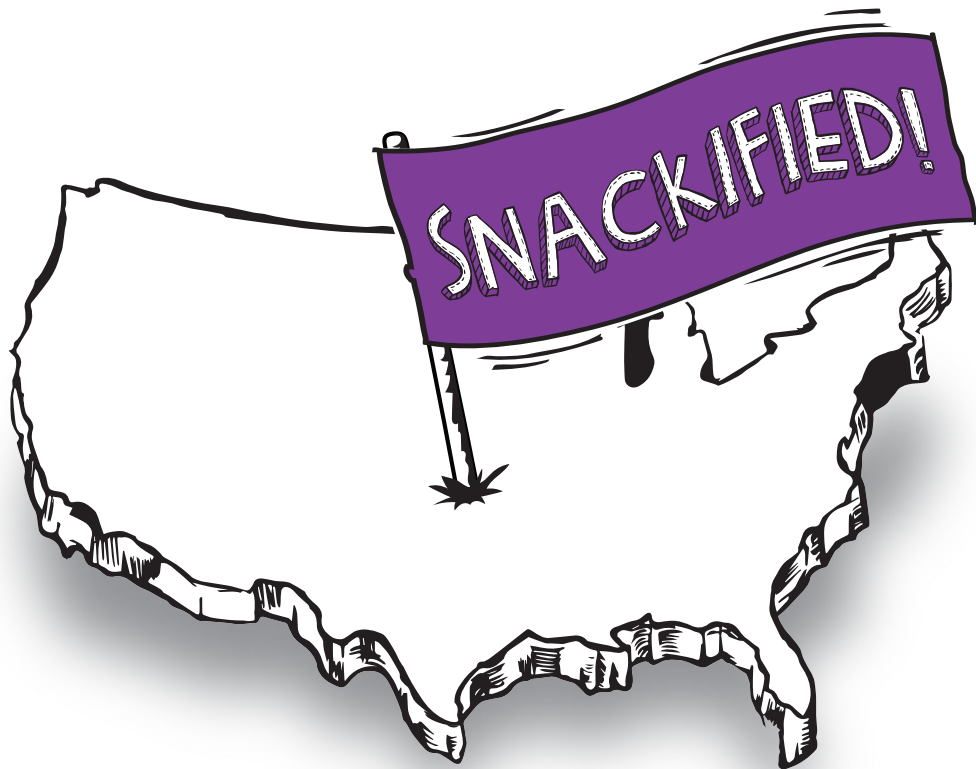


– Julie Cudmore, Senior Manager, Consumer Insights, Welch's

SNACKIFICATION OF MEALTIME IS WIDESPREAD

Our survey looked in more depth at when Millennial snackers eat snacks. The findings shed light on the true scale of the **'snackification' of mealtimes** among Millennial snackers – an often-reported but rarely measured phenomenon. The results show that **most American Millennial snackers eat a snack in place of a standard meal at least sometimes**.

When asked how often they eat a snack instead of having breakfast, lunch or dinner, **92%** of the respondents in our survey said they do so a minimum of once a week. Furthermore, half of the respondents said they replace a meal with a snack at least four times a week, while more than a quarter (**26%**) **said they do so at least seven times a week**. As many as **11%** **said they snack in place of a meal 10 or more times a week**.



INSIGHTS & IMPLICATIONS



*This survey quantifies what we already suspected: **the replacement of mealtime with snacktime is widespread** among American Millennial snackers. With snackification of meals so common, it's important to offer these consumers snacks that will **contribute to their daily nutrition needs**. As such, using ingredients like real fruit inclusions is a wise move when creating snacks for Millennials.*



– Wayne Lutomski, Vice President of International & Welch's Global Ingredients Group

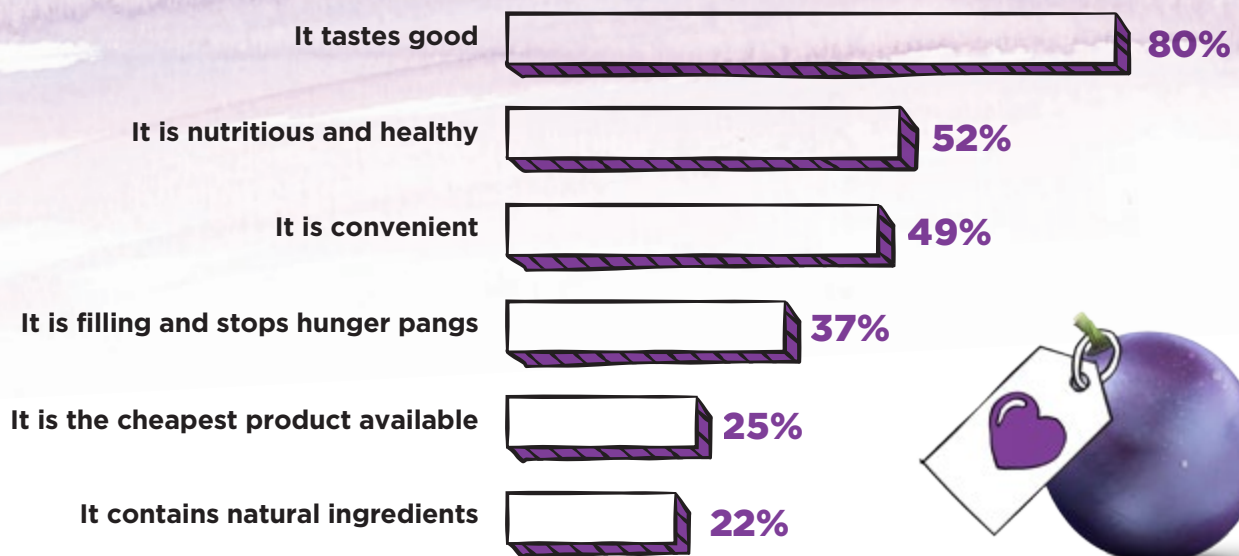
TASTE, HEALTH AND CONVENIENCE REIGN

When respondents were asked which factors are important in guiding their choice of snack, the two most important were **taste (80%)** and **nutrition & health (52%)**. **Convenience was also an important factor, cited by 49%.**

Only **25%** of respondents said they choose a snack because it is the cheapest available. This demonstrates that, when it comes to selecting a snack, Millennial snackers are less worried about the price than they are about other factors.

The researchers also asked about how straightforward it was for the respondents to find snack products that satisfied their preferences. In fact, **21%** of respondents admitted they sometimes find it difficult to find snacks that are healthy. An even greater proportion – **43%** – **said they sometimes find it difficult to find snacks that are healthy and which also taste good.**

Q: Thinking about when you are choosing a snack, which of the following factors are most important in guiding your choice? (Choose all that apply)



INSIGHTS & IMPLICATIONS

“Our survey results reveal that taste and nutrition are important to Millennial snackers but many struggle to find products that satisfy both of these needs. The clear implication is that **there is room in the market for new snacks that feature ingredients that taste good and are good for you**, which represents a real opportunity from a product development perspective.”



– Gregory May, Product Developer, Welch's Global Ingredients Group

MILLENNIALS WANT REAL FRUIT WITH PROVENANCE

The researchers also asked the Millennial snackers for their views about the ingredients commonly used in snack products. Many respondents displayed a preference for whole foods, with **roughly 40% stating that they look out for whole grains, real fruit or nuts when choosing a snack to eat.**

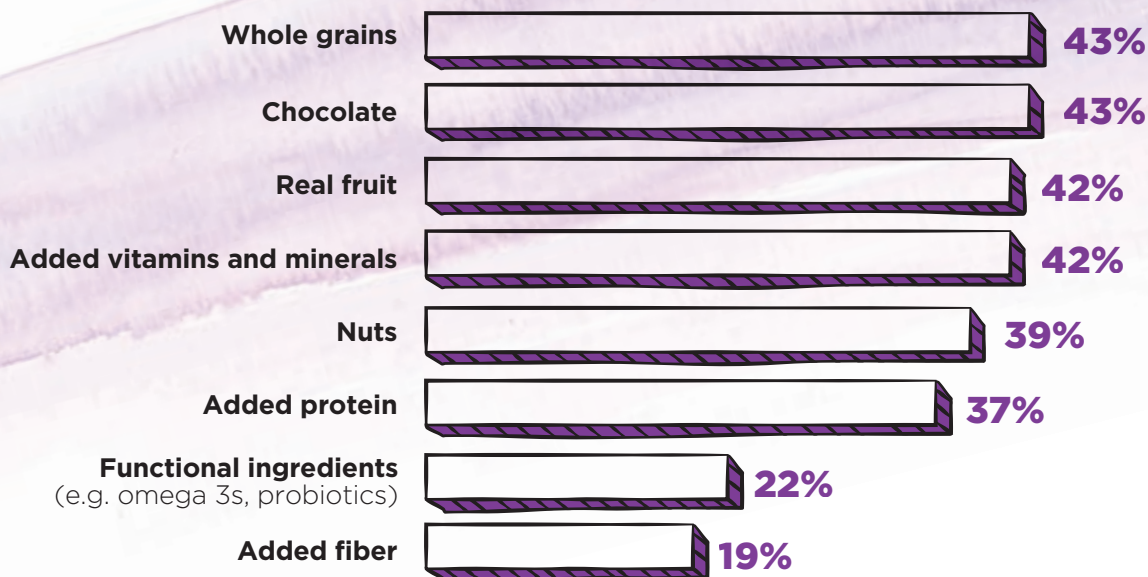
Furthermore, **68% of Millennial snackers said they consider it important to know the origin of the ingredients**, including the fruit, in their snacks. When it comes to fruit specifically, **66% of respondents said they are more likely to buy a snack containing fruit if it's made with real fruit.**

The researchers also asked the respondents if they liked the taste of dried fruits such as raisins, dried plums, dried apricots and dried cranberries. More than **one in five** of those surveyed said they didn't like dried fruit and hadn't bought a snack containing dried fruit in the previous six months.

In light of this finding, it might be a good idea for food manufacturers to consider different fruit formats in order to appeal to this group of consumers.



When choosing a snack to eat, which of the following ingredients do you look out for? (Pick as many answers as you like)



INSIGHTS & IMPLICATIONS



*It's clear from our survey that **Millennial snackers value authenticity**. So it's important for snack companies to consider and be open about the **provenance of the ingredients** they use. FruitWorx real fruit ingredients are made with Concord grapes grown by family farmers in North America, so they are an ideal option for manufacturers looking to create consumer-relevant snack products.*



– Justin White, General Sales Manager, Welch's Global Ingredients Group

CREATING SUCCESSFUL SNACKS FOR MILLENNIALS...

The **5** ~~Purple~~ Golden rules



Millennial snackers eat snacks in a variety of places throughout the day. So create a snack that's **convenient and easy to eat anywhere** – on the go, as well as in the home and at work.



Millennial snackers often eat a snack in place of a full meal – so think about the **nutrition quality** of your product. If they can see it's good for them as well as being tasty and convenient, then it will strike a chord.



Taste and nutrition are both important to Millennial snackers but many of them struggle to find snacks that deliver on both. This represents **an unmet need** that offers a window of opportunity for snack companies.



Authenticity means a lot to Millennial snackers, so use ingredients that are **wholesome and traceable back to their source**.



When it comes to fruit in particular, Millennials want the real thing. Look for ingredient solutions, like FruitWorx, that deliver the **real fruit goodness and taste** that Millennial snackers are looking for without the formulation challenges presented by other forms of fruit.

FRUITWORX: REAL FRUIT PIECES

The findings from the survey highlight the importance of using specific ingredients when creating snack products. **Key learnings point towards demand for excellent taste, convenience and authentic nutrition, with a preference for whole food ingredients that offer a strong story around provenance. Concord and Niagara FruitWorx inclusions by Welch's Global Ingredients Group are real fruit pieces for snacking and baking products that satisfy all of these criteria.**

The Concord grape is a distinctive, dark purple grape variety with a sweet, bold flavor grown in North America by Welch's about 900 family farmers. In combination with an exceptional flavor profile, the Concord grape delivers natural plant nutrients called polyphenols. **The Concord grape is a true American superfruit.**

Concord FruitWorx pieces provide the same bold flavor and polyphenols as the fresh fruit from which they were made. In fact, Concord FruitWorx deliver more than twice the polyphenols as the leading brand of sweetened dried cranberries, and three times as many polyphenols as the leading brand of raisins.

We know these qualities will resonate with American Millennial snackers. At the end of the survey, the researchers explained the benefits of Concord grapes to the respondents and asked them how much more likely they would now be to buy a snack product made with Concord grapes. **In total 84% said they would be more likely to buy a snack made with the Concord grape.**

Now available to food manufacturers throughout the USA, FruitWorx real fruit pieces are made using a unique technology called ultra-rapid concentration (URC®), which was developed by Taura Natural Ingredients. With URC®, Welch's Global Ingredients Group is able to deliver the goodness of the Concord grape in a format that's perfect for a multitude of snack applications, and which taps into the trends highlighted by our survey.

FruitWorx are available as single-variety Concord and Niagara grape pieces and also combined with other fruits and vegetables to create delicious and nutritious blends. It's also easy to combine FruitWorx with cereals and grains, including ancient grains, to formulate exceptional flavor and texture experiences that Millennial consumers will love.

From an application perspective, FruitWorx pieces deliver a number of technical and functional benefits, including uniformity of appearance and consistency of flavor, ensuring great-looking and tasting products time after time.

Real fruit has, in the past, presented significant technical challenges in the snack and bakery category. Introducing additional moisture to a dry recipe such as a snack bar or cookie poses a threat to the texture and shelf life of the finished product. This means many real fruit ingredients are unsuitable for such applications, but with FruitWorx pieces it is possible to tailor water activity specifically for a particular application. In this way, it's also possible to mitigate moisture transfer between the inclusion and the rest of the product and make sure that the fruit won't ruin a recipe or cause product spoilage.

It is also important to prevent the leaching of color into the body of the product during baking. This can be avoided by using bake-stable fruit ingredients that retain their form and color throughout manufacturing processes without liquefying or burning. It is also a good idea to select fruit ingredients that won't clump together. They should be free-flowing and easy to dose, which will ensure excellent distribution throughout the end product. FruitWorx pieces deliver against all of these requirements.

In conclusion, we have learned that American Millennial snackers are looking for their snacks to provide great taste and authentic nutrition benefits, and that with FruitWorx pieces snack manufacturers have an opportunity to meet the exact needs of this consumer group. At the same time, FruitWorx pieces are easy for product developers to work with. **It's the perfect recipe for bringing winning snack products to the marketplace.**



FOR MORE INFORMATION, PLEASE CONTACT:

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