

Sweets & Snacks Category Tracker Report



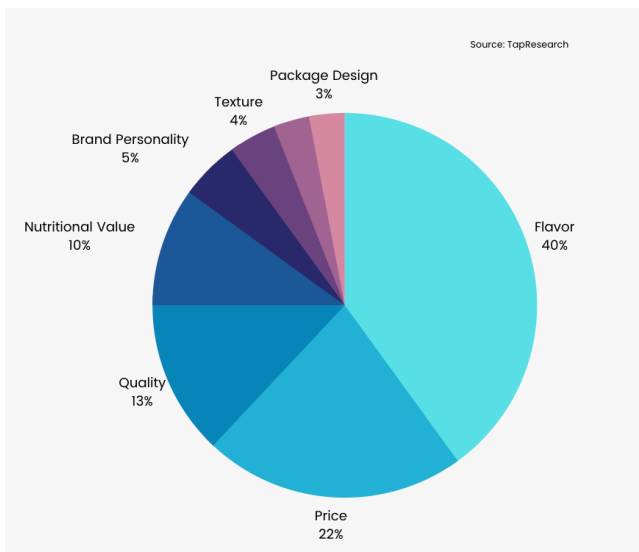
A survey conducted by California Walnuts revealed that consumers have increasingly turned to healthier snacks as a result of the pandemic. However, great taste and texture remain a high priority with 42% looking for crunchy snacks and an even 50/50 split of consumers preferring sweet or salty. (source) So we surveyed 3,200 everyday Americans (census balanced) ourselves to uncover our own insights - and many more. We ran a survey to the audience over the course of 2 weeks, analyzed the responses and reported the final insights from the weighted average response across both trackers. Here's what we found.

THE INSIGHTS

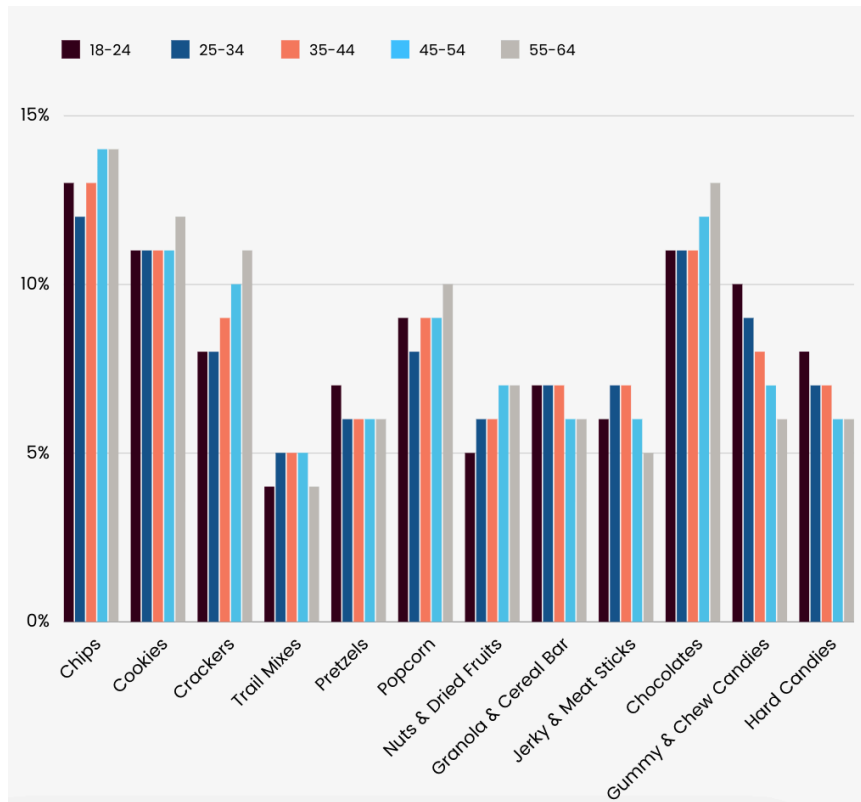
Purchasing Behavior and Product Attributes

When it comes to product attributes impacting snack purchase, 40% of respondents indicated "flavor" as the most important attribute, followed by price (22%), and quality (13%).

Notably, Chips (69%), chocolates (61%), and cookies (60%), dominate consumers' snack habits with approximately 63% of consumers purchasing one or more from that category in the last month. However, females opted first for chocolate (12%) over cookies (11%), compared to their male counterparts.



Impact of Age on Consumption of Different Snack Categories



Nuts and dried fruit consumers skew older (5% for 18-24 compared to 7% for 55-64).

While crackers consumers skew older (8% for 18-24 compared to 11% for 55-64), and gummy and chew candy consumption gets greater among younger respondents (10% for 18-24 compared to 6% for 55-64).

Finally, chocolate consumers tend to be older (11% for 18-44 compared to 13% for 45-64).

Additional Demographics Attributes

- Consumers of Trail & Snack Mixes, Nuts and Dried Fruit, and Granola & Cereal Bars are more likely to value nutritional value in their snack choices
- Consumers in the northeast and west are more likely to value nutritional value in their snack choices compared to the midwest and south (11% compared to 9%)
- Crackers, Nuts and dried fruit, and granola & cereal bars consumers care more about sustainability than the general snack consumer. (ranked slightly higher than those from other categories)



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