

SNACKING BEHAVIOR

During COVID-19



This week's insights were collected Friday, May 8 - Sunday, May 10 among a general population of n=300 U.S. consumers age 21+.

Snacking is on the RISE!

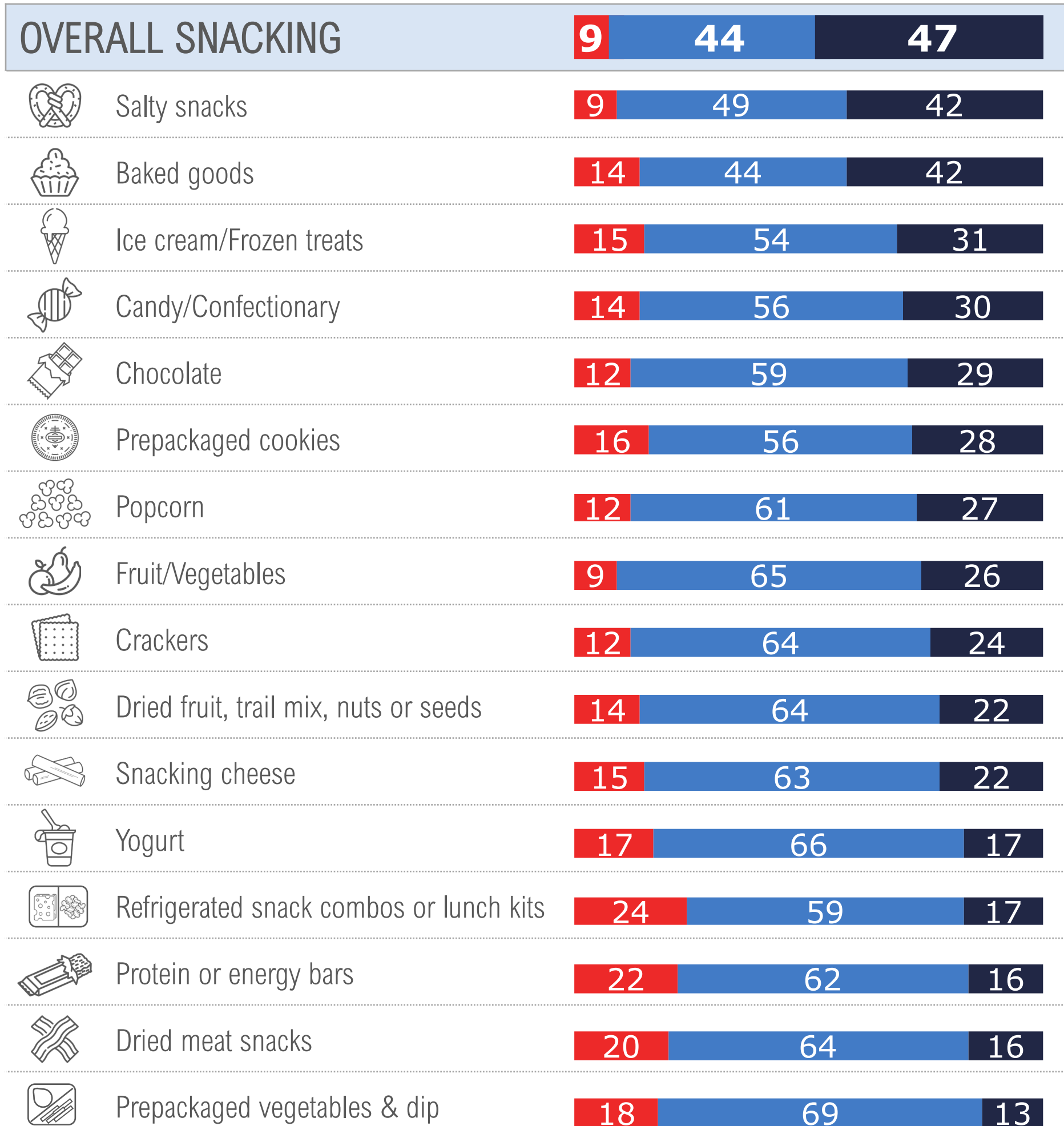
People are snacking more during the pandemic, with salty snacks and baked goods seeing the biggest gains. Snacking happens throughout the day, often to satisfy cravings.

98% Of consumers have been snacking during the COVID-19 pandemic

Changes in Snacking During COVID-19

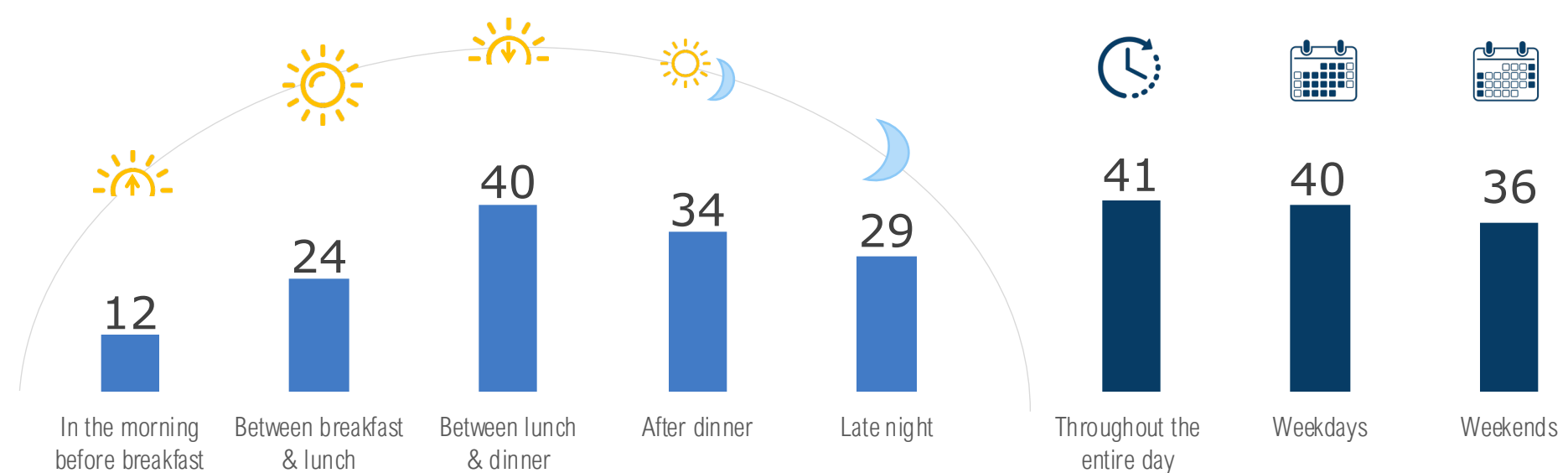
[% Consumers Who Snack/Snack On Items]

■ Less than before COVID-19 ■ About the same ■ More than before COVID-19



Snacking More During Day Parts

[% Consumers Who Snack]



Top Reasons to Snack During COVID-19

[% Consumers Who Snack]



Base: Total (N=300)
 Q1: During the COVID-19 pandemic, would you say you are snacking...
 Q2: How has your frequency of eating the following types of snacks changed, if at all, during the COVID-19 pandemic? I have been eating...
 Q3: Do you find yourself snacking more, less, or about the same as before the COVID-19 pandemic during each of the following dayparts/times? I am snacking...
 Q4: Please select all the reasons why you've reached for a snack during the COVID-19 pandemic.