



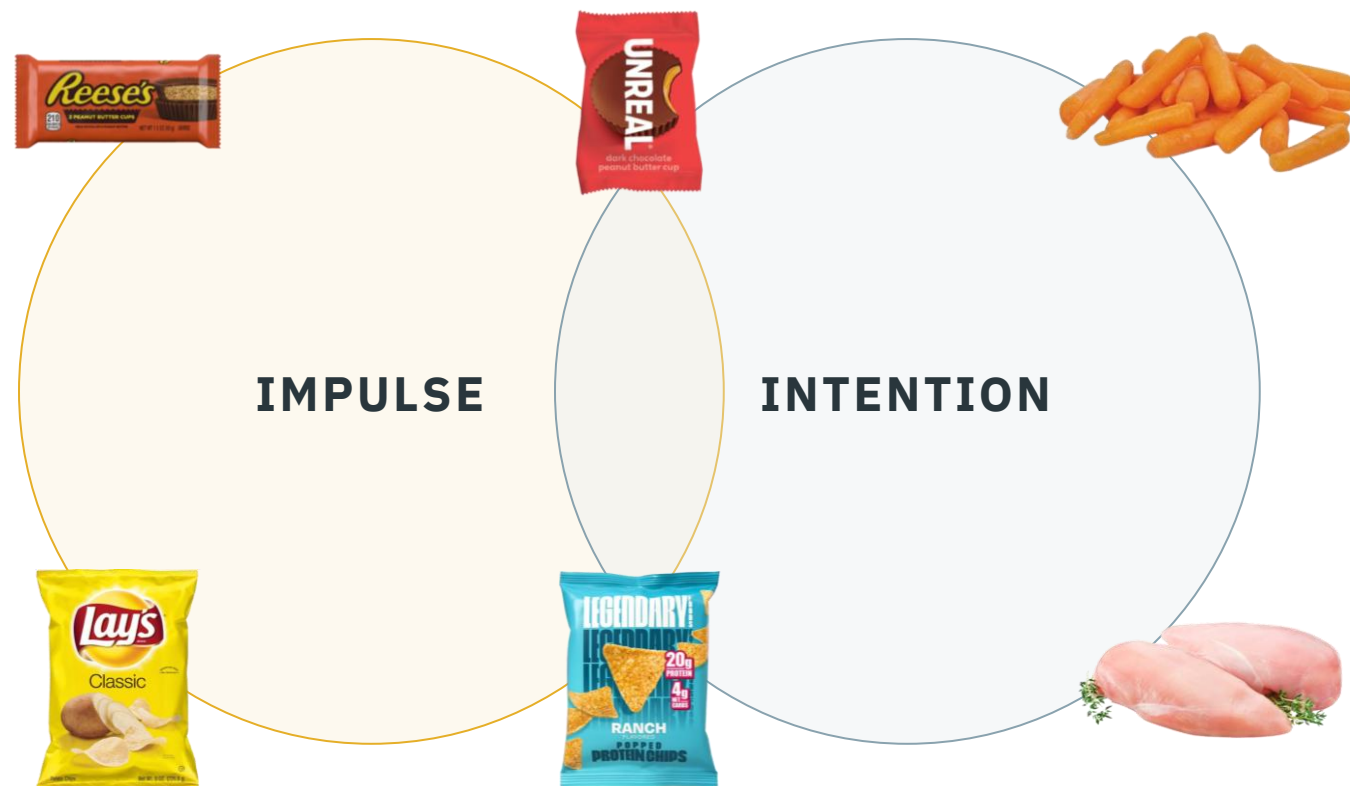
The Evolution of Snacking

FROM IMPULSE TO INTENTION

MARKET OVERVIEW

From Impulse to Intention

Rather than pure impulse or pure intention, many consumers sit in the middle where they're thinking of snacks as an area where they can be more mindful of what they're eating



56%

of Americans replace traditional meals by snacking or eating smaller meals

73%

of Americans snack at least once a day

Defining Dayparts

SPINS Attribute- Eating Occasion

Identifies a "primary meal type" or "eating occasion" for when a product is typically consumed - such as "breakfast" or "dessert" or "snack." The attribute combines label claims with product type/category and other information as required.

Snacking Eating Occasion is found across:

- 29 Categories
- 68 Subcategories
- 480 Product Types

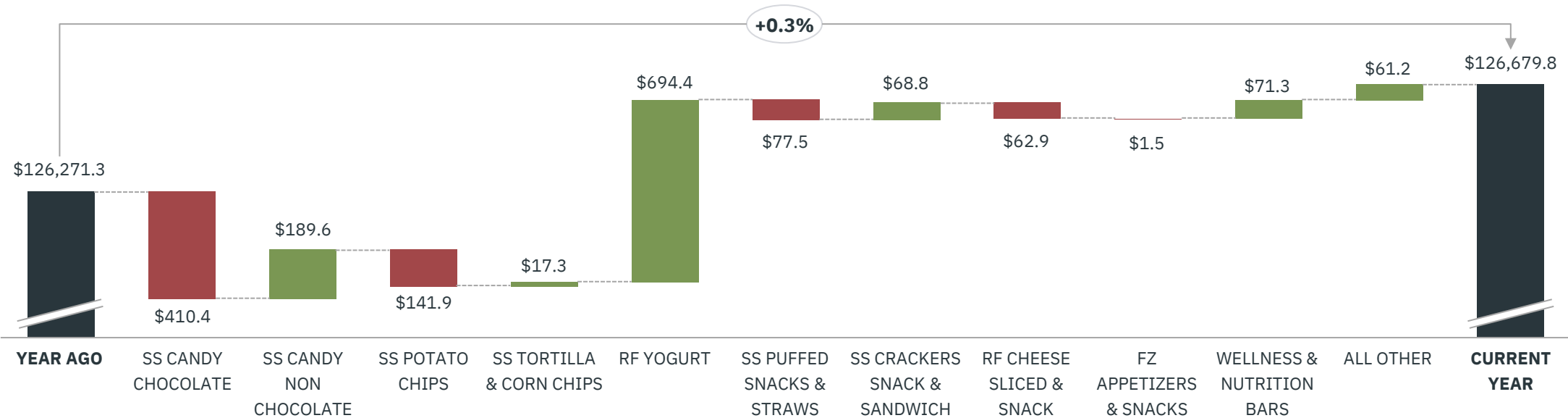




MARKET OVERVIEW

Yogurt holds 7% share of snacking with contribution of >200% to growth

TOP 10 SNACKING SUBCATEGORIES BY DOLLAR SALES (\$MM)

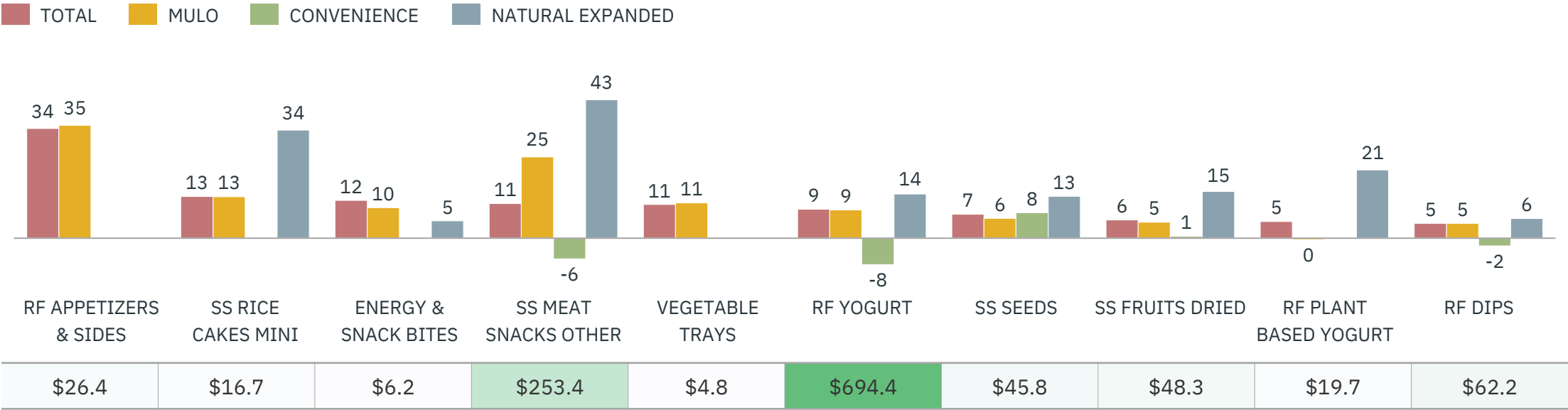




MARKET OVERVIEW

Natural channel outpacing rest of market across 70% of fastest growing subcategories

TOP 10 SNACKING SUBCATEGORIES BY DOLLAR % CHG (>\$10MM)



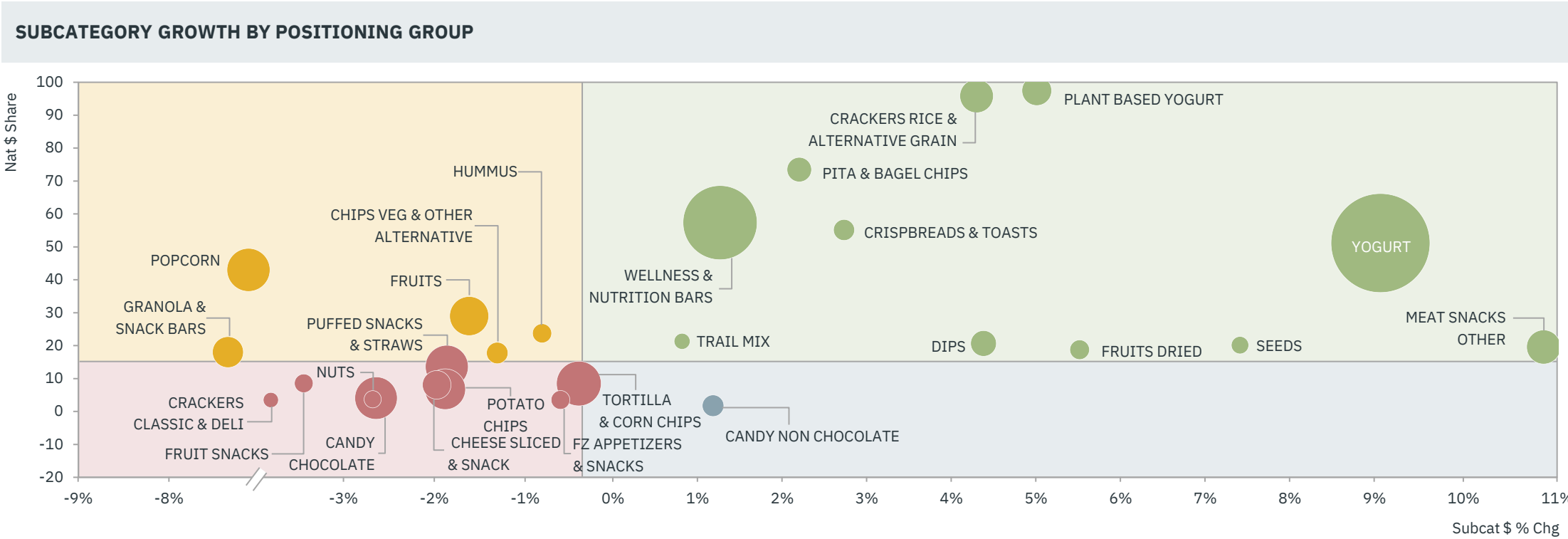
ABSOLUTE \$ GROWTH (\$MM)

\$26.4	\$16.7	\$6.2	\$253.4	\$4.8	\$694.4	\$45.8	\$48.3	\$19.7	\$62.2
--------	--------	-------	---------	-------	---------	--------	--------	--------	--------



MARKET OVERVIEW

Unpacking the Snacking Landscape: Emerging Segments in Established Spaces



Source: SPINS Satori. Top snacking subcategories by Natural Positioning group, \$ Share of Natural Positioning and Total Subcategory \$ % Chg.
52 Weeks ending 3.23.2025. Total US- Natural Channel and MULO+C (Conventional Powered by Circana).



From Impulse to Intention



01

**Fresh
Snacking**



02

**Flavor &
Texture**



03

**Better
For You**

FRESH SNACKING

What's Old is New

Back to Basics

Fresh Future



COTTAGE CHEESE

+11% Units vs YA

High protein with both sweet & savory use cases

REFRIG. BARS

+11% Units vs YA
13% higher than SS Bars

Shifting from pantry to fridge with minimal processing

YOGURT

+6% Units vs YA
#1 in Abs. Unit Growth

Inherently hits on both protein & probiotic content

REFRIG. PICKLES

+4% Units vs YA
6% higher than SS Pickles

*Fresh & ripe for snacking;
Small packs (<5oz) growing +7%*

FRESH FRUIT

Berries +7% Units vs YA
Grapes +15% Units vs YA

Nature's original sweet snack!



FRESH SNACKING

What's Old is New

Back to Basics

Fresh Future



Cleaning up the Fridge – New Versions of Old Favorites

Snack Cheese*

Dollar Sales % Chg

Natural/Specialty
Brands

+10%



Conventional
Snack Cheese

-1%

Pudding

Dollar Sales % Chg

Natural/Specialty
Brands

+4%



Conventional
Pudding

-2%

FRESH SNACKING

What's Old is New

Back to Basics

Fresh Future



Bridge to Breakfast – From AM to Anytime



Ready-to-Eat Oat Cups
alone grew **+23%** \$ vs YA

Kid-Friendly Formats – Fresh Snacks for All Ages

**Portable Baby Foods, Fresh
Snack brands with adult
appeal introducing *smaller
sizes & lunchbox formats***





From Impulse to Intention



01

**Fresh
Snacking**



02

**Flavor &
Texture**



03

**Better
For You**



FLAVOR & TEXTURE

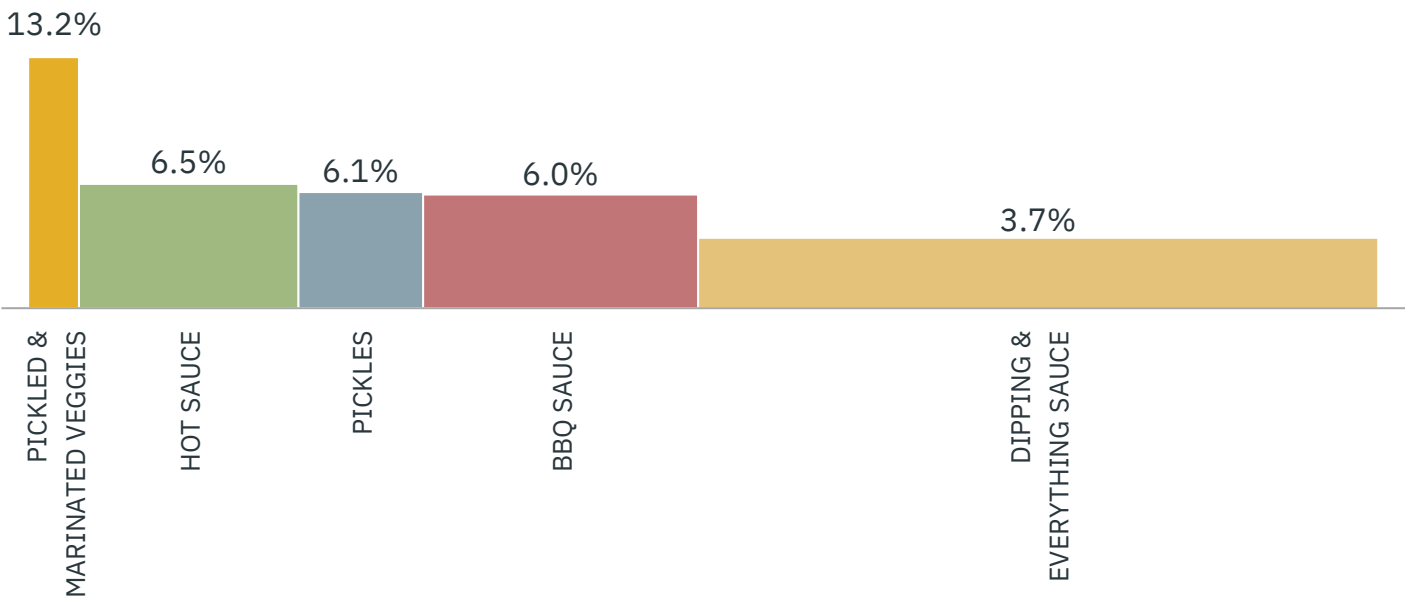
Novelty & Familiarity

- Inspiration From Across The Aisle
- International Fusion
- Texture Is Complex
- Texture Reimagined



GROWTH OF CONDIMENTS

\$ % Change & Dollars, Yago – SS & RF Condiments Subcategories



FLAVOR & TEXTURE

Novelty & Familiarity

Inspiration From
Across The Aisle

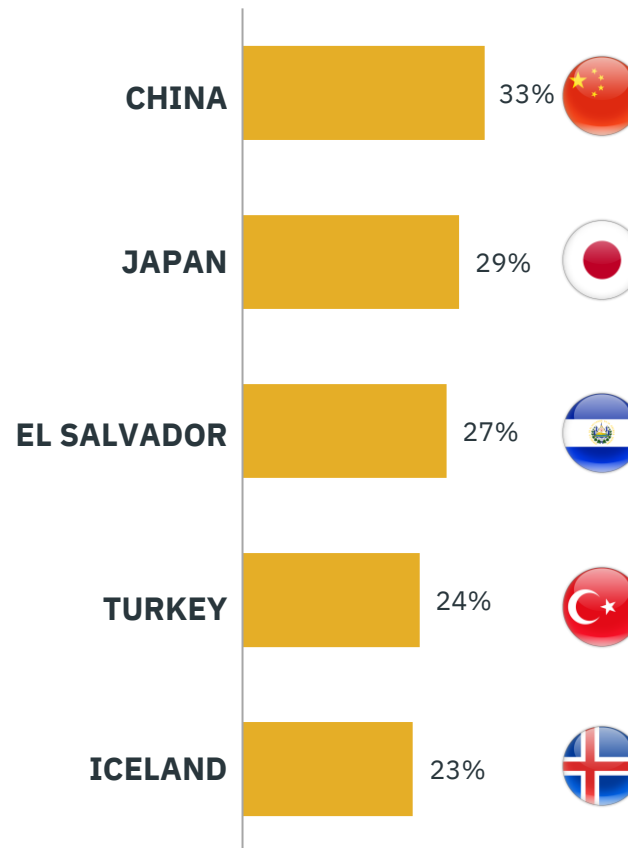
International
Fusion

Texture Is
Complex

Texture
Reimagined

SNACKS BY COUNTRY OF ORIGIN

% CHG SALES >\$10M ACROSS SNACKING



53%

SHARE OF CANDY
AMONGST JAPANESE PRODUCTS



+33%

SKYR \$ % CHG
REACHING \$334MM IN SALES

+32%

TURKISH CANDY
\$ % CHANGE



+16%

TAJIN SEASONING
\$ % CHANGE



Novelty & Familiarity

Inspiration From
Across The Aisle

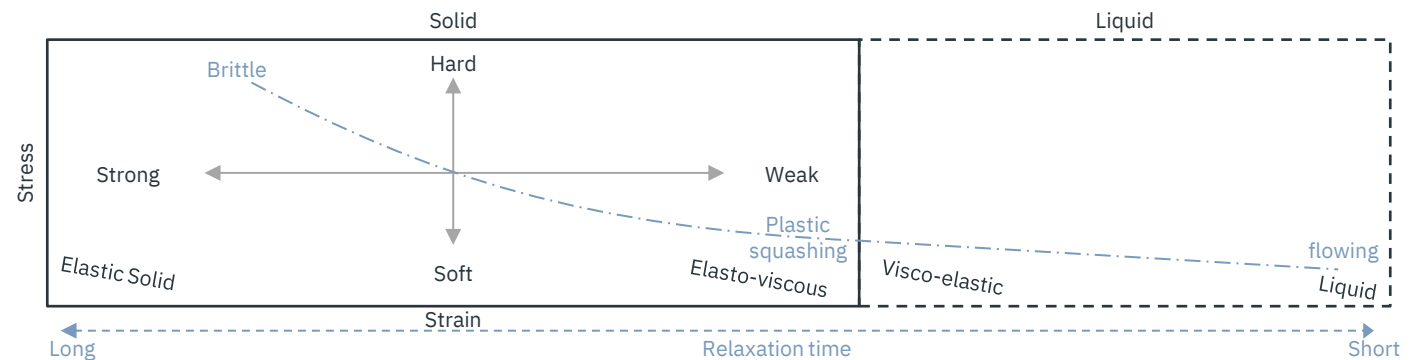
International
Fusion

Texture Is
Complex

Texture
Reimagined



Food Texture Diagram – Stress vs Relaxation Time



FLAVOR & TEXTURE

Novelty & Familiarity

Inspiration From
Across The Aisle

International
Fusion

Texture Is
Complex

Texture
Reimagined

2010s Texture

Chew on This: Boba & Mochi



Bubble Tea



Mochi Ice Cream

2020s Texture

Standouts: Chili Crisp and Gummy Clusters



Chili Crisp



Nerds Gummy
Clusters

From Plate to Snack



What's Trending, What's Next?



Sour-coated
Frozen Grapes



Crispy Take
on Beef Jerky



Crunchy Snack with
Creamy Filling



From Impulse to Intention



01

**Fresh
Snacking**



02

**Flavor &
Texture**



03

**Better
For You**



BETTER-FOR-YOU

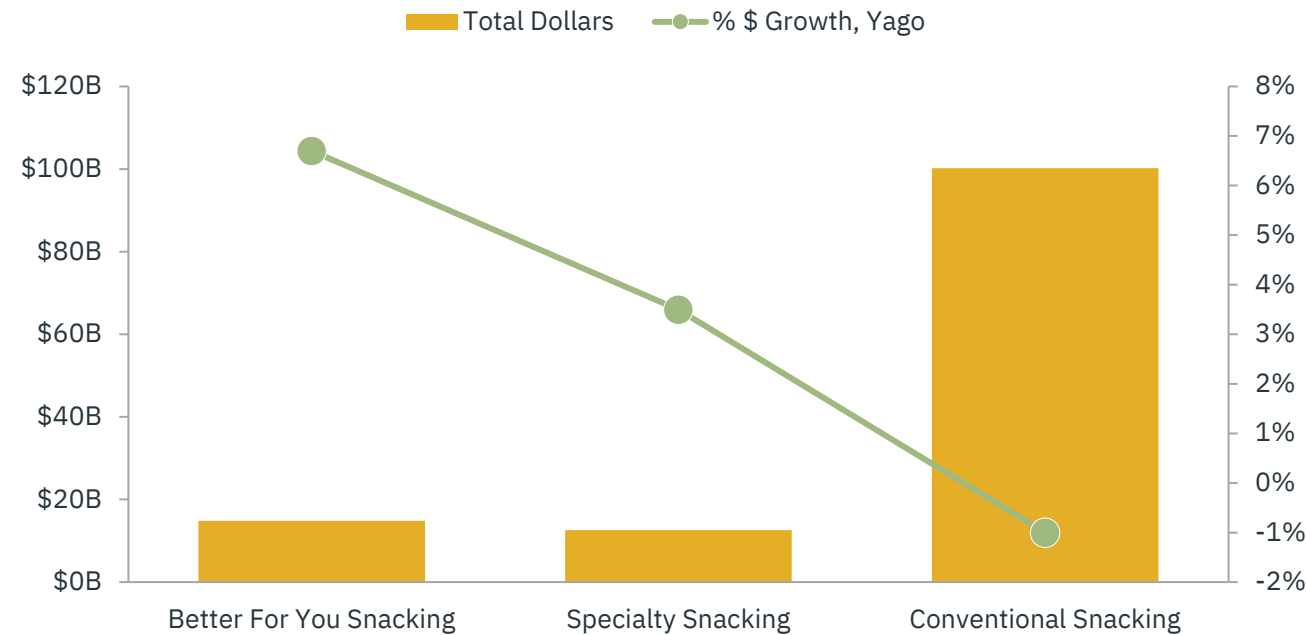
A Growing Shift

- Outsized Growth
- Strength Of BFY
- Make It Functional



SNACKS BY SEGMENT

Dollar Sales & Percent Growth, Yago



56% of Americans replace traditional meals by snacking or eating smaller meals



BETTER-FOR-YOU

A Growing Shift

- Outsized Growth
- Strength Of BFY
- Make It Functional



SNACKS BY CATEGORY

Dollar Percent Growth, YAGO – Better-for-You vs. Total

CATEGORY	BFY \$, % CHG	Total \$, % CHG
Shelf Stable Jerky & Meat Snacks	+100%	+5%
Shelf Stable Candy	+13%	-0%
Shelf Stable Nuts & Trail Mix & Fruit	+10%	+1%
Snack Bites & Energy Gels	+5%	-2%
Shelf Stable Crackers & Crispbread	+5%	+1%
Wellness & Snack Bars	+5%	+1%
Shelf Stable Chips Pretzels & Snacks	+3%	-1%
Shelf Stable Cookies	+0%	+2%
Shelf Stable Rice Cakes	-7%	+6%



BETTER-FOR-YOU

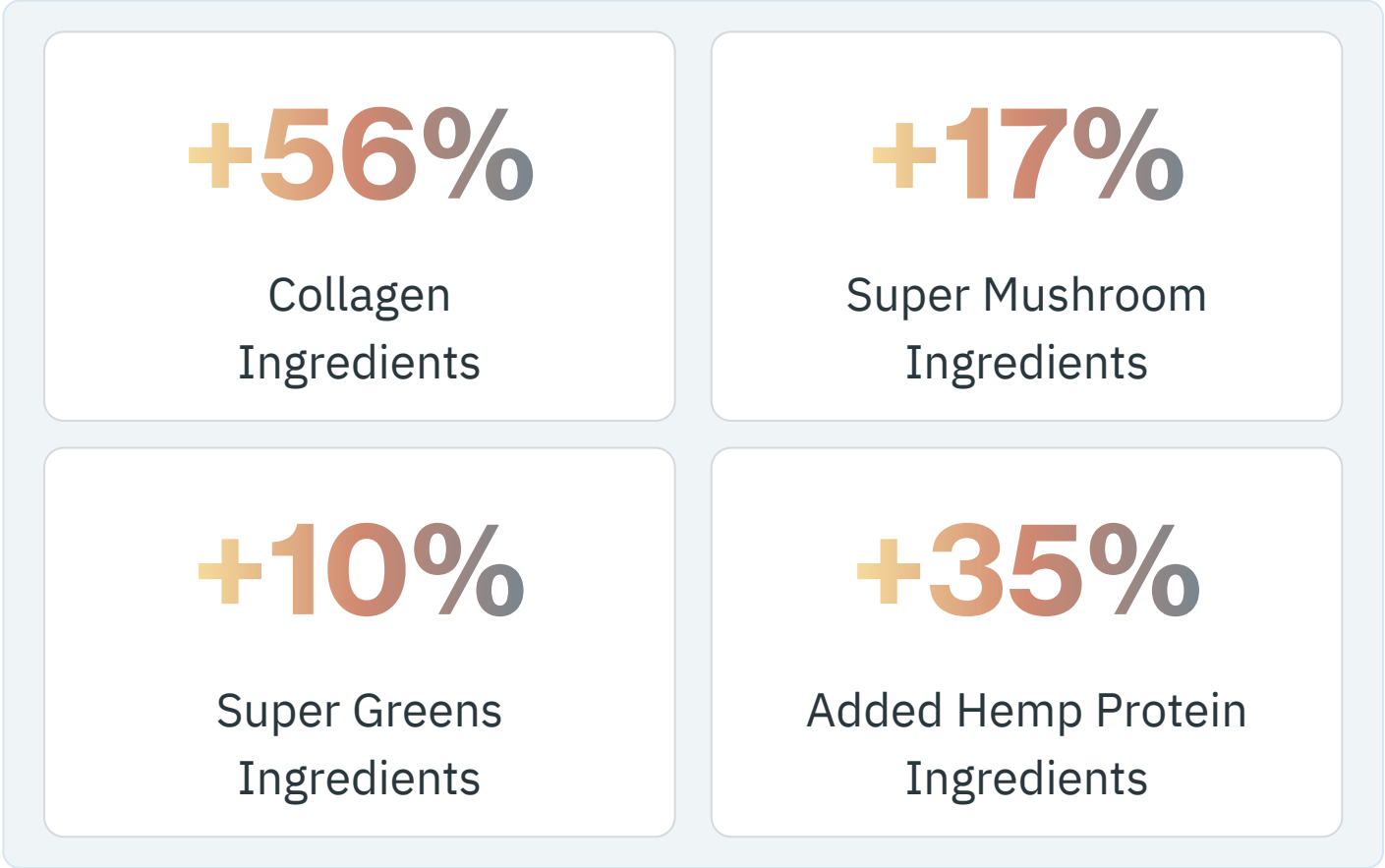
A Growing Shift

- Outsized Growth
- Strength Of BFY
- **Make It Functional**



POPULAR INGREDIENTS

Dollar Percent Growth, YAGO – within Total Snack Segment



BETTER-FOR-YOU

A Growing Shift

Nutrition Back
In Demand

Souring On
Seed Oils



PROTEIN, FIBER & LOW CARB

Dollar Percent Growth, YAGO



COOKIES
(10g+ Protein)

33%



CHIPS PRETZELS & SNACKS
(15g+ Protein)

35%



CRACKERS
(Low Net Carb)

9%



COOKIES
(6g+ Fiber)

29%



BETTER-FOR-YOU

A Growing Shift



Nutrition Back
In Demand

Souring On
Seed Oils



Olive Oil

\$2.7b

Total Sales
52Wk

+21%

Dollars %
Change, Yago

-2%

Units % Change,
Yago

Avocado Oil

\$443m

Total Sales
52Wk

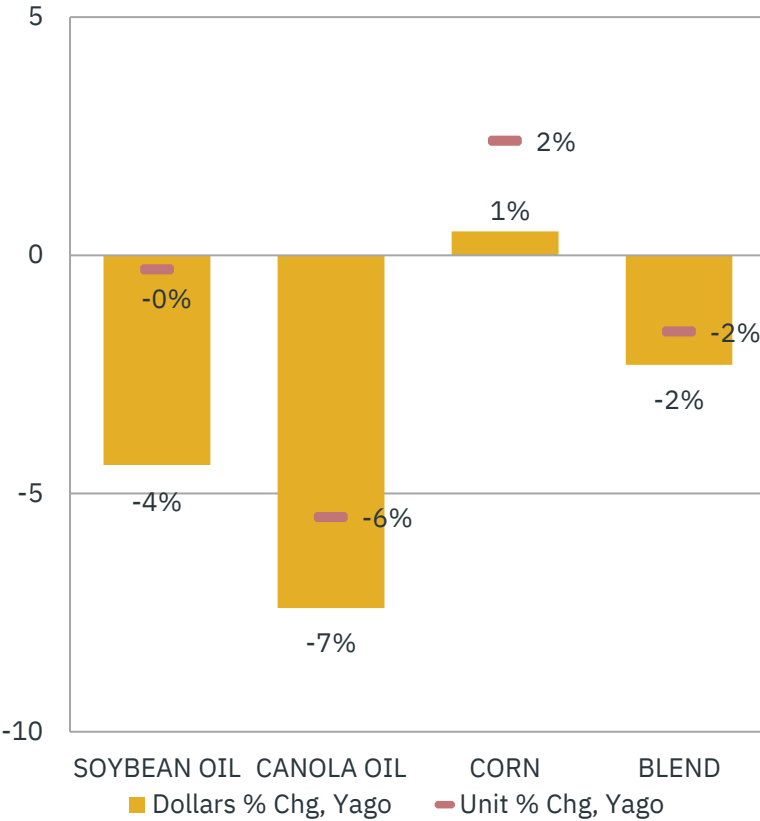
+44%

Dollars %
Change, Yago

+45%

Units % Change,
Yago

Product Types Consumers Are Shifting Away From





Thank You!

HAVE QUESTIONS? REACH OUT TO GROWTH@SPINS.COM
