

Spotlight on Snacks



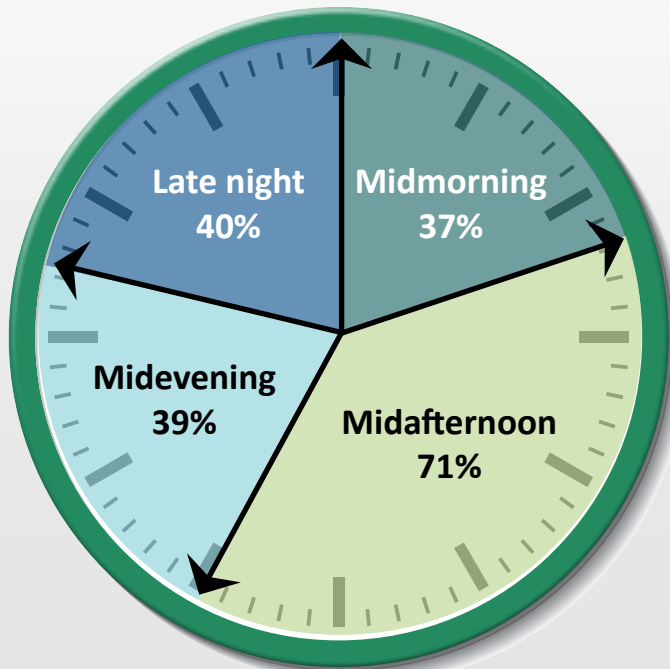
51%

of today's consumers say they snack **at least twice a day**, up from 48% in 2012.

Base: 1,500 (2012, 2014) consumers aged 18+

What time of day do you typically have a snack?

Select all that apply




Base: 1,500 consumers aged 18+

Which of the following traditional snacks do you purchase at least occasionally?

Select all that apply

CANDY  **71%**

NUTS  **62%**

CRACKERS  **59%**

FRESH FRUIT  **58%**

CHEESE/ STRING CHEESE  **50%**

Base: 1,500 consumers aged 18+

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Contact **Chris Urban** 312-506-3929