Functionality, guilt-free indulgence and convenience are needed to encourage snackification. Support planetary and personal health with BFY snacks.

Katrin Förster, Food & Drink Research Analyst, Germany
Functionality, guilt-free indulgence and convenience are needed to encourage snackification. Support planetary and personal health with BFY snacks.

Snacking is a near-universal habit among Germans. The ingrained role of snacks is linked to reasons such as treating or cheering oneself up, helping to relax/de-stress or overcoming boredom. As many as 69% of Germans agree that eating snacks lifts their mood, highlighting the growing importance of emotional snacking needs alongside physiological ones.

50% of snackers have cut back the number of snacks they eat due to rising prices; 57% of 25-34s (who are snacks' main consumers) have cut back, vs 47% of over-45s. Snack sales are also threatened by 72% of Germans being affected by rising food and drink prices and 36% of Germans needing to forgo treats to save money. The rise of snackification gives scope to highlight aspects around portion control, nutritional information, moderation and value offerings.
36% of Germans agree that plant-based snacks are good for the planet and, with the German government pushing plant-based nutrition, using plant-based claims to raise the feel-good factor of a highly indulgent snack could prove effective. ‘Planetary guilt’ can potentially offset ‘personal health guilt’ and provide room for classic indulgent treats.

This leaves companies to face the complex task of finding a middle ground, to appeal to both the indulgent and the health-oriented snacker.
Report Content

Key issues covered in this Report
• A note on terminology
• Overview

EXECUTIVE SUMMARY
• The five-year outlook for attitudes towards snacking

Market context
• Financial constraints call into question the need for snacks
• Health- and weight-consciousness demand innovative BFY changes from snack brands
• The ageing population is a challenge to the snacks category, but can be an opportunity
• Government regulations for a democratised nutrition increase pressure on the snacks category

Mintel predicts
• The return to offices will drive demand for multi-purpose snacks
• Functional snacks will ensure continued category growth, despite regulatory challenges

Opportunities
• Blur boundaries in the snacks category to increase versatility and appeal
• Promote time-of-day snack collections to ensure category spending
• Offer snacks with functional ingredients to support parents facing lifestyle-related stresses
• Use major events for flavour inspiration and international brand collaborations
• Get back into consumers’ good graces with BFY snacks and satiating ingredients
• Promote wellbeing with mood-lifting ingredients
• Amplify convenience to assure appeal among consumers

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• Inflation is still the key factor affecting consumers’ finances...
  - Graph 2: financial confidence index, 2022 - 23
• Rising food prices dampen snack consumption, but offer a chance for own labels
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  - Graph 4: trends in body mass index (BMI), 1999-21
- WHO recommends against use of non-sugar sweeteners
- Planetary and personal health are more intertwined than ever, calling for eco-friendly healthy snacks
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WHAT CONSUMERS WANT AND WHY

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  - Graph 8: consumers who have been snacking less due to rising prices, by age group, 2023
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  - Graph 11: frequency of eating snacks between meals in the last two weeks, 2021 vs 2023
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- Graph 19: snack launches, by top 10 companies, 2020-23
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Attitudes towards Snacking – Germany – 2023

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- Chio promotes the power of flavour
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APPENDIX

Appendix – products covered, abbreviations, consumer research methodology and language usage
- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language
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