



# SHOPPER PANEL SPOTLIGHT

What's really in consumers' minds in their quest for food and beverage? To help you understand the motivations and opinions behind purchase behavior, FONA put together a panel of shoppers. The group spans the spectrum from Clean Savvy to Clean Avoider (visit [www.fona.com/clean](http://www.fona.com/clean) for details about the personas.) The group gets regular check-ins, and we share our learnings with you!



## KEY FINDINGS

For our panelists, snacking occurs outside of traditional mealtimes and is occurring daily with mostly 100-200 calorie options. The majority of our panelists stated that taste is the most important attribute when selecting snacks followed by convenience. All of our panelists said they snack to treat themselves and the top snacking personas include: energized snacker and seasonal snacker.

100%

say they sometimes snack to treat themselves

52%

say snacks are between 100-200 calories

47%

say they consume snacks daily

35%

say they consume snacks multiple times per day

This week, our shopper panel takes on...

## SNACKING

### CONSUMPTION

In this interaction we wanted to know how our panelists define snacks. How often do they grab one? How many calories are in a snack? What are their reasons behind snacking? What are their go-to snacks? What criteria do they use for choosing snacks? What factors drive them to snack?

### WHAT'S MORE IMPORTANT?

52%

say snacks **TASTE** is more important when purchasing snacks, this is followed by convenience at 23%

"The flavor is more important. I eat snacks for many reasons, but if they don't taste good, I'm not gonna go out of my way even if I'm a little hungry." – Theo

"The flavor is more important. Flavor because if it doesn't taste good, why bother?" – Deana

## SNACKS DEFINED

We asked our panelists how they define a snack. The majority of the panelists stated that it occurs in-between or outside of traditional mealtimes.

### JUSTIN P.

"A snack is a portion of food that is less than a full meal. Snacks are commonly consumed a la carte and are often timed in between full meals to satisfy the need for food.

Snacks can be consumed from pleasure, necessity, convenience, intrigue or various other reasons."

### JOLENE G.

"Something that is not eaten during a mealtime. It would be in between standard mealtimes. It can be sweet or salty, but it would just be small, not as big of a meal. A piece of fruit, a handful of nuts or crackers, etc."



**CARRIE T.**

“Skinny popcorn, pretzels, goldfish (because my son eats these), carrots, fruit, and chocolate almonds (just a handful when I’m craving chocolate!)”



**HOWARD S.**

“Banana, pistachios, nuts, turkey jerky, crackers and cheese, chips and dip. Someone did say wine is a snack so I’ll add that too!!”



**SARAH P.**

“Roasted and salted almonds – easy and keeps well in the car. Grain-free crackers and good cheese (Sartori BellaVitano Gold is my fave right now) – tastes so good! Dark Chocolate Almonds – sweet treat at night. Tortilla chips or roasted plantains – SALTY and easy.”



**CHRISTINE B.**

“Fresh fruit, crackers and sliced cheese, cottage cheese with fruit pie filling or sunflower seeds, nuts and/ or trail mix. I like to mix it up because it’s a daily thing five days a week.”

**WHAT TYPE OF SNACKER ARE YOU?**

We asked our panelists to select the description that best describes their snacking habits. These are the top snacking types, with 29% of the shoppers selecting each.

**ENERGIZED SNACKER:** I eat snacks to give me a boost of energy to get me through the day or onto the next task.

**SEASONAL SNACKER:** I eat snacks for variety and seasonality, there are so many options in the snack aisle – I like to try them all. I am in search of trying new things, I try out flavor combinations as an experience.

**THE TAKEAWAYS**

1

**Treat Yourself.**

One thing our panelists all had in common, was snacking to treat themselves. Let your product stand out from the crowd with unique and great tasting flavor profiles such as a mix of salty and sweet or even healthy indulgence, because whether it’s a job well-done or finishing your to-do list a treat is always well-deserved.

2

**Snacking Personified.**

When creating a snack be sure to keep your target consumer in mind. Whether they are looking to be energized, serious about snacking or eating snacks to get them through to the next meal—there are so many possibilities to feed their snack cravings.

All this might leave you with a bit of a challenge. We get it, and we can help.

Maybe you’re working on developing a new product or adding line extensions to an existing product line, but not sure what flavor profiles consumers are looking for. Maybe you’re looking to find a balance between classic flavor profiles and more up & coming alternatives and could use some advice. FONA’s subject matter experts can help you keep that signature taste AND the label claims your consumers demand. Clean label spans the spectrum. Where does your product fit in? Let’s talk. Contact us

**WANT US TO ASK ABOUT SOMETHING SPECIFIC?**

Our panel can help inform YOUR decisions. Let us know what you’d like us to find out from our shopper panel. Email [POscarson@fona.com](mailto:POscarson@fona.com) and let’s dive in!