

# Snacking Statistics

- A 2003 study by three Harvard economists found that the average number of daily snacks consumed by Americans have risen by 60 percent since the late 1970s.
- Around the world, the total number of snacks eaten is expected to rise by 9.7 billion over the next five years from 66.1 billion to 75.8 billion.
- Growth in snacking can also be attributed to a growing need for, and consumption of, light and portable meals.
- More time spent commuting has encouraged consumers to multitask while traveling, thereby increasing their propensity to eat on-the-go.
- Consumers increasingly value the opportunity to 'pit-stop' with a hot, savory solution that is more filling than a typical snack.
- More than 55 percent of consumers agree that "consuming smaller meals each day is just as nutritious as consuming three square meals."
- A 2004 survey conducted by the American Dietetic Association and the ConAgra Foods Foundation found that 90 percent of Americans multitask while preparing meals, and 62 percent stated that they are too busy to even sit down and eat 'most' or 'some' of the time.
- Asked when they most often eat food, more than 80 percent of Americans said, "in the car, on the way to work or during an activity."
- Time constraints such as work and family contribute to increased tendency to skip meals, thereby increasing the need for more snacks to satisfy energy needs.
- There are more than twice as many on-the-go snacks eaten compared to full meals.



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WRAP**

\* If not otherwise indicated, all statistics herein were provided a 2004 Data Monitor survey.