

## The Fourth Daypart

Three key insights from the Datassential *Snacking Keynote Report*

**HOW MANY SNACKS** have you had today? One? Three?

This month, we're diving into the snacking habits of consumers and teasing out three key insights from the Datassential *Snacking Keynote Report* to get everyone thinking about the future of snacking and how to maximize this all-day opportunity.

### 1. Snacking Stays a Mainstay

Virtually any food can be a snack, and snacking occurs at almost any time — it's the all-day daypart. Ninety-six percent of consumers had at least one snack in the past day, with most averaging between three and four snack foods throughout the day. So, it's no surprise to hear that snacking has cemented its hold as the fourth daypart.

### 2. Keep It Fresh

When consumers are on the hunt for snacks, they rank freshness as an essential attribute, even beating out flavor. Offering products that are “freshly baked” or “prepared to order” may require investment in marketing and back-of-house resources, but they can catch consumers' eyes, prompting them to take a second look and increasing appeal as a snackable option.

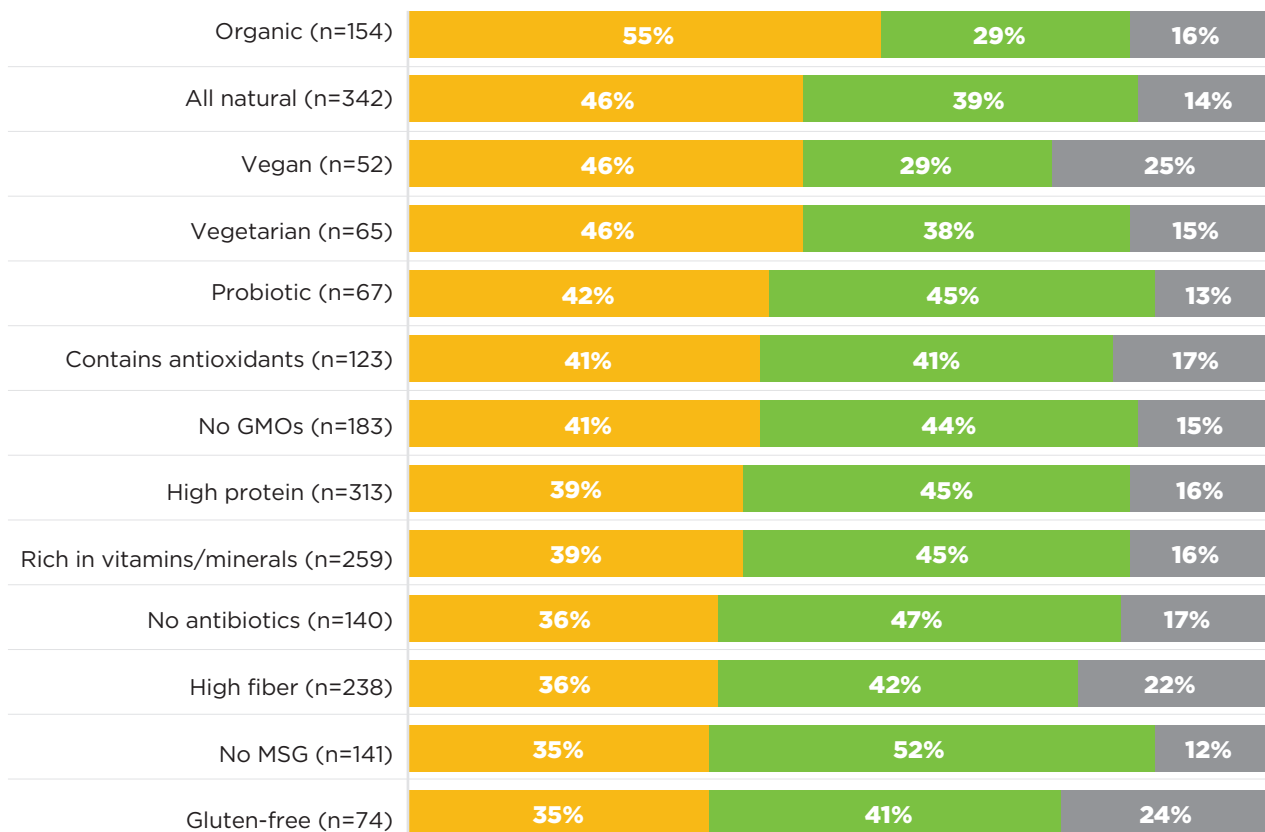
### 3. Healthy Is Worth It

Where freshness is preferred, healthy attributes bring the promise of potential value. Fifty-five percent of consumers are willing to pay more for organic snacks, and 46 percent are willing to pay more for all-natural, vegan and vegetarian offerings. By adding even small moments of organic, all-natural, vegan or vegetarian, operators can maximize their snacking potential. **CSN**

*Datassential's Snacking Keynote Report leverages the suite of Datassential's tools and consumer and operator studies to provide an exhaustive look at industry topics. For more information, visit Datassential's website at [datassential.com](http://datassential.com) and look under the Food Insights header.*

### Likelihood to Pay More for Healthful Attributes in Snacks

● Would pay more for ● More likely to buy but not pay more ● Makes no difference



Source: *Snacking Keynote Report*