



Get your share of snack time.





Busy lifestyles and trends in nutrition have changed the way consumers view snacks. While snacks were once the domain of indulgent foods, today there is an equal demand for healthy snack choices. These fast, nutritious “mini meals” are now a regular part of many consumers’ multitasking lifestyles.



Snack time has changed.

By incorporating dairy and dairy ingredients into new snack products, you can tap into this lucrative market and increase sales with products that consumers crave.

Sales of food eaten during snacking occasions are estimated at more than **\$90 billion annually**, and growing.



Extensive research funded by America's dairy farmers, in cooperation with the Innovation Center for U.S. Dairy, shows that dairy is currently underutilized in the growing snack market. The research highlights five key market segments with significant growth opportunities for dairy and dairy-based ingredients. By aligning product development with these market segments, food processors can create dairy-based snacks that consumers will reach for again and again.



87% of consumers snack, and 78% of those consumers snack at home.

rethink

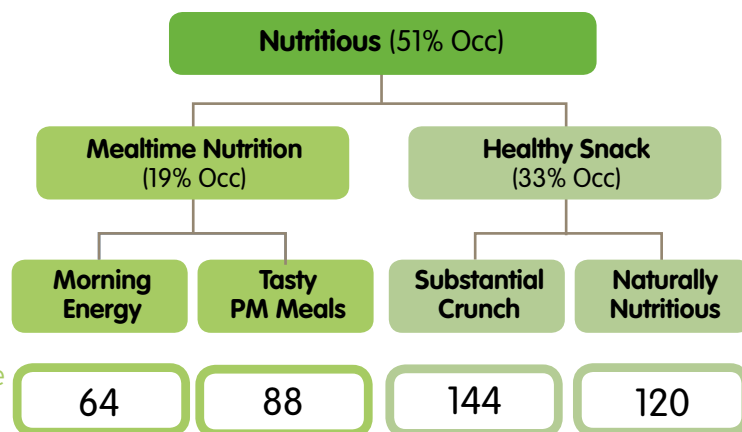


Throughout the day, dairy delivers.

The research revealed current attitudes toward snacking. As schedules have gotten busier, the line between meals and snacks has blurred. Consumers strive to fit nutrition in and around their many activities.

Today's snacking habits fall into eight segments, shown in the chart. Five of the eight snacking segments represent an ideal match for dairy and dairy-based ingredients:

Morning Energy: These snacks are part of the morning routine, in addition to or in place of



Relative size of snacking space

breakfast. Favored choices include yogurt, cereal, bagels, snack or cereal bars, and fruit.

Tasty PM Meals: Foods eaten in addition to or in place of lunch or dinner. Usually consumed outside the home, preferred choices include cheese, chips, sandwiches and hot snacks.



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Substantial Crunch: Snacks in this category tend to be more filling, eaten in the afternoon to tide the consumer over until dinnertime. Popular choices include fruits, cereal, snack bars and nuts.



Naturally Nutritious: Between breakfast and lunch, consumers want to reach for less processed foods like fresh fruit, cheese, yogurt and smoothies.

Sweet Bites: Consumers often want a bite-sized sweet treat between meals – usually when they're on the move. These packaged finger foods often include cookies, chocolate and candies.

Fun Munching (49% Occ)

Salty (24% Occ)

Sweet (25% Occ)

Late-Day Crunch

Multitasking Munch

Cool Evening Treat

Sweet Bites

88

104

72

128

The \$90 billion snack market represents an enormous opportunity for new product innovation. Product development within these segments, using dairy and dairy-based ingredients, will help you garner a greater market share. By adding dairy and dairy-based ingredients to your snack offerings, you can deliver snacks that meet consumers' needs for nutrition, convenience and taste.



51% of snacking occasions are focused on nutrition – a natural fit for dairy.



Dairy makes snack time your opportunity.

Dairy and dairy-based ingredients represent an ideal fit for new snack options that help you increase your market share with products that deliver great taste, satiety and nutrition. And it isn't limited to cheese and yogurt. Adding whey protein to snack bars, smoothies and even chips enhances snacks' nutritional profile, making them more appealing to health-conscious consumers.



For more resources about dairy snacking, including our complete white paper, visit www.usdairy.com. Or contact us at innovationcenter@usdairy.com.





Healthy snacking is
a daily occurrence:
24% of people
surveyed consumed
three to four healthy
snacks in the last
seven days.

choice

Innovation Center for U.S. Dairy™ provides a forum for the dairy industry to work together pre-competitively to address barriers and opportunities to foster innovation and increase sales. The Innovation Center aligns the collective resources of the industry to offer consumers nutritious dairy products and ingredients, and promote the health of people, communities, the planet and the industry. The Board of Directors for the Innovation Center represents leaders of more than 30 key U.S. producer organizations, dairy cooperatives, processors, manufacturers and brands. The Innovation Center is supported and staffed by Dairy Management Inc.™

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