

# Snackers Seeking Sophisticated Satisfaction

May 11, 2018

## An Ethical Issue

Across the board, shoppers are demanding more from companies that make snacks and sweets—but it's the younger generations that are in the driver's seat where today's snacks and sweets trends are concerned. According to **Ethics On the Go, a new report from Culinary Visions Panel's Mindful Dining Initiative**, millennials in particular hold their snacks to a higher standard compared to other consumer groups.

**Sixty-four percent** of consumers under age 35 (compared to 57% overall) said **there are not enough ethically produced snacks available**, and **67%** of consumers under age 35 (compared to 55% overall) said they are **willing to pay extra to eat more ethically while on-the-go**, the report shows.

"Whether it's rewarding a company's fair-trade labor practices or their zero-waste policies, we found that millennials are the most serious about ethically sourced grab-and-go foods," says **Sharon Olson, executive director of Culinary Visions Panel**.

Like their millennial counterparts, members of Gen Z—now a larger group than millennials—also prefer food and beverages with transparent labeling and an absence of artificial ingredients, according to industry experts, who note the demographic is also skeptical of big brands and too many label claims.

"The desire for clean, less-processed and organic products is especially relevant to millennial consumers, which may be driven by the fact that we have more information than ever before about the food we consume and its impact on our bodies and the planet," Gilbride says.

It's not only about what younger consumers are snacking on—it's about how they're consuming those snacks as well.

"We do see some generational differences in how consumers like to snack and what attributes they value most," Walsh says. "For millennials, snacks are replacing traditional meals, with smaller snacking occasions up to four times a day. That has a big impact on how we think about portability, product forms and functionality of ingredients to address their busy lifestyles. Millennials have also grown up in a technology-driven, global community, so their ability to seek and learn about the food they consume is greater than any generation before them. Brands that can communicate where and how [their products] are made in a simple and impactful manner will resonate well with this group."