

SNACKING IS LOVE

2019

79%

agree, "food is our one true universal love language around the world."

2020

77%

have done something to connect with others via food in the last 6 months.

2023

70%

agree, "in a world where we're all caught up in our routines, sharing snacks brings us back to the simple joy of connecting with others."

2024

71%

agree, "sharing snacks with others is my love language."

82%
Millennials

78%
Gen Z



SNACKING IS A WAY TO CONNECT

CONNECTION > CALORIES:

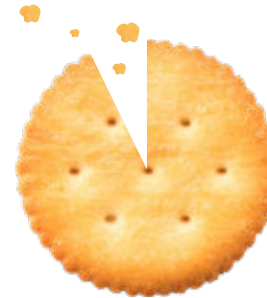
64%

Consumers are increasingly focused on the connection snacking provides, with 64% regularly snacking to connect with others (up 8% from last year).

80%

agree, "Sometimes it's worth the extra calories to share a snack with someone I love."

THE SHAREABLE SNACK:

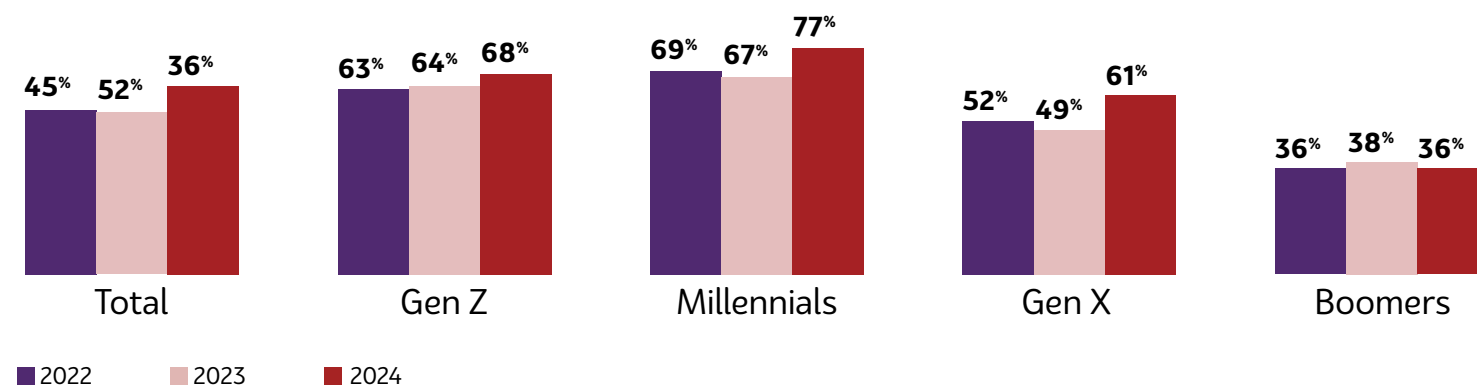


93%

agree they can always find a snack that is suitable for sharing.

EMPHASIS ON CONNECTION VIA SNACKING IS RISING, ESPECIALLY AMONG YOUNGER CONSUMERS

Overall, how often do you snack or eat between meals to connect with others?
(Top 3 Box = Always, Often, Sometimes)



Mondelēz
International

2024 STATE OF SNACKING

SNACKING AS A LOVE LANGUAGE

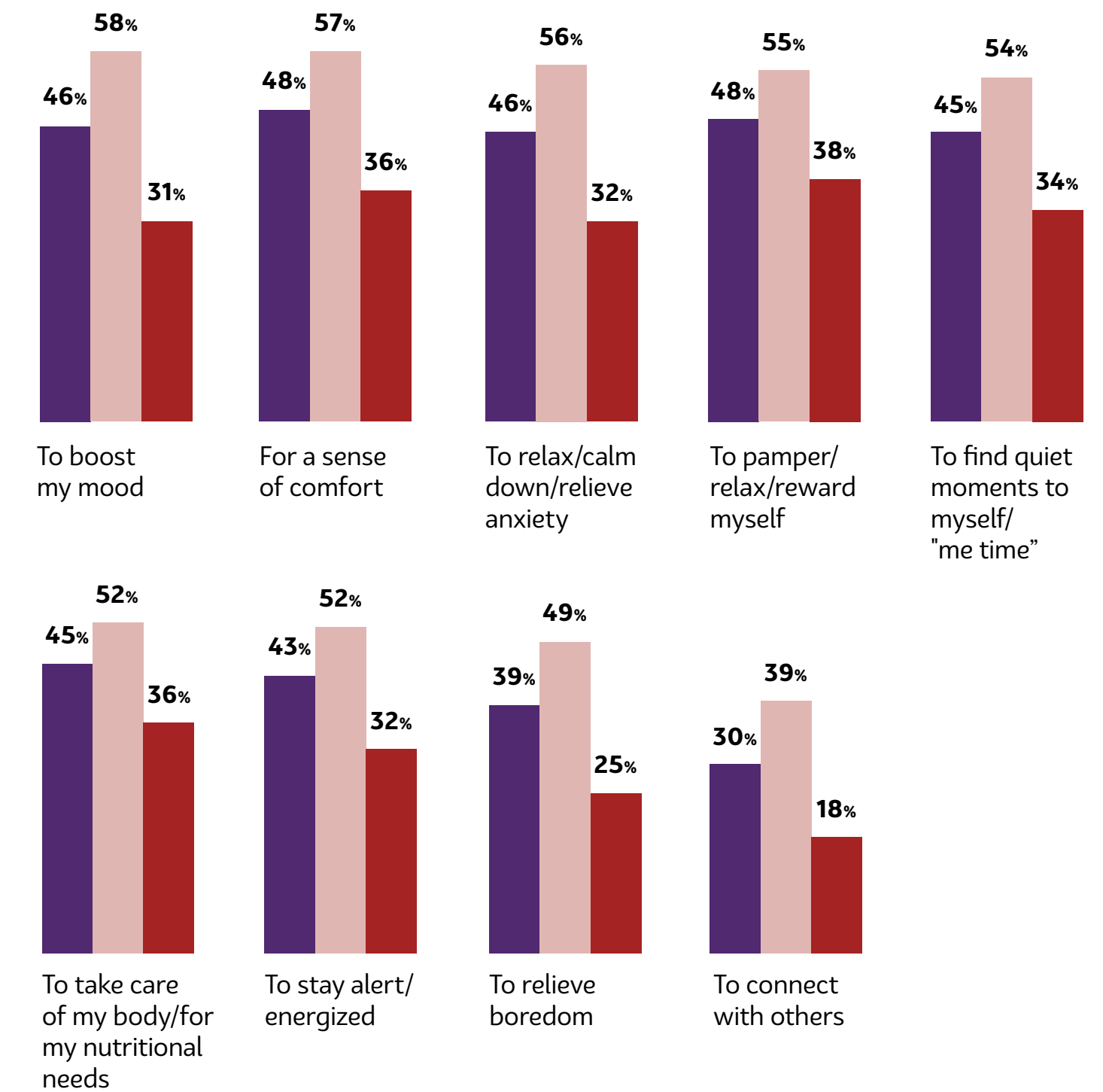


Love is expressed in many ways. Our 2024 survey of global consumers finds that most agree snacks are a way to share with loved ones, a means to connect, or even a form of self-care.

SHOW YOURSELF A LITTLE LOVE

Younger generations are particularly likely to lean into snacking as self-care, with Gen Z and Millennials being much more likely to snack to boost mood, find comfort, and manage stress.

OVERALL, HOW OFTEN DO YOU SNACK OR EAT BETWEEN MEALS FOR THE FOLLOWING REASONS?



■ Global Total ■ Gen Z/Millennials ■ Gen X/Boomers