



Trends Report

Snack time: A taste of things to come

A look at recent snacking trends & the role of oil ingredients.

What's driving the evolution?

It's been a time of unprecedented challenges for individuals and society and with it has come an increased focus on the wellbeing of people and the planet. These growing concerns for wellness and sustainability affect local and global communities alike. Recent data from IRI shows that 42% of US consumers eat more than three snacks a day, and many of them eat snacks instead of meals.¹ With snacking on the rise, the need for good-for-you options is increasing as well. As a result, food and beverage manufacturers are taking a close look at their ingredients, including fats and oils, and the critical role they play in addressing today's snack expectations and preferences.

The art and science of tracking trends

When events happen that change the course of our day-to-day lives new behaviors follow, which lead to new trends. Cargill tracks these trends through its proprietary TrendTracker™, which was designed by an international team of food ingredient professionals. This data-driven framework illustrates how macro trends and food and beverage trends fit together, creating a framework for manufacturers to adapt and innovate so that their snack appeal doesn't go stale. This report takes a look at some of the trends, products and processes that can help you meet the evolving needs of your customers.

Cargill's proprietary TrendTracker™ provides a data-driven perspective on global food and beverage trends



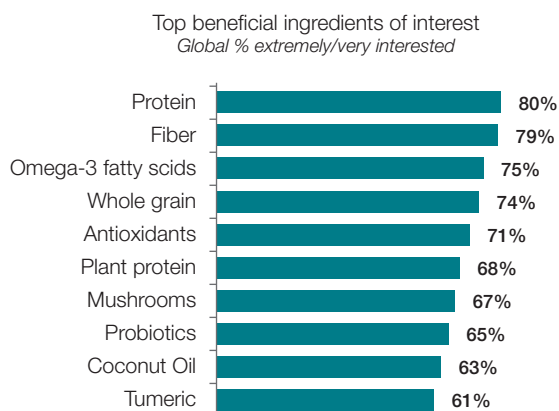
The global snack food market is expected to reach **\$264.8 billion by 2023²**

Food & beverage trend: Seeking goodness



The growing hunger for plant-based foods.

Consumers are increasingly interested in plant-based products and ingredients. Because they're paying more attention to what they don't want to eat, products with a "free from" claim grab their attention and their money. But it's not just about what a food doesn't contain. It's also about offering ingredients that are "good for you." At the end of the day, consumers seek out food and beverages that go above and beyond everyday nutrition and that provide specific health benefits.



Source: HealthFocus International, 2020

A healthy dose of the right stuff.

Today's health-conscious consumers are turning to organic, non-GMO and minimally processed ingredients to provide on-the-go functionality. As more consumers are seeking specific health benefits, the opportunities for healthy, functional snack innovations are definitely worth exploring. As consumers peruse labels to determine what's healthy and what's not, fats and oils definitely factor into their decision.



Perceptions of Healthfulness

Cargill's proprietary consumer survey, called FATitudes™, tracks consumer perceptions, behaviors and attitudes of fats and oils in packaged foods.

Cargill's FATitudes™ study found that U.S. consumers monitor the type and amount of fats and oils in the packaged food they buy.³ This study, which is conducted each year, helps Cargill learn more about consumers' awareness, perceptions and behaviors around fats and oils found in packaged foods, which helps inform the future of food innovation.

FATitudes™ Study 2020

Olive Oil	69%
Avocado Oil	53%
Fish Oil	51%
Flax Oil	45%
Coconut Oil	38%
Grapeseed Oil	33%
Walnut Oil	32%
Sunflower Oil	29%
Safflower Oil	12%
Soybean Oil	4%
Canola Oil	4%
Peanut Oil	0%
Vegetable Oil	-10%
Cottonseed Oil	-11%
Corn Oil	-17%
Palm Oil	-23%
Interesterified Oil	-29%
Butter	-31%
Hydrogenated Oil	-58%
Partially Hydrogenated Oil	-58%
Lard	-74%

Food & beverage trend: Plant popularity



Plant-based foods are growing BIG.

Once considered a niche market, the demand for plant-based foods is growing exponentially. In 2019, the global plant-based snacks market was valued at \$34.69 billion.⁴ According to Future Market Insights, it is forecasted to reach \$73.61 billion by 2028.⁵ With over half of global consumers wanting foods and beverages that are high in protein, seven out of ten want plant-based protein.⁶ And we're not just talking about vegetarians and vegans. 51% of global consumers say their diet includes meals without meat or fish.⁷ With 71% of consumers wanting healthier options in indulgent food or beverages,⁸ opportunities for the snack industry abound.

What are consumers looking for in plant-based snacks?

Think "clean." Think healthy. Think outside the potato, corn and flour box. Alternative or ancient grains like oats and flaxseed, legumes, and figs are all growing in popularity within the snacking space.

The key to success: combine plant-forward formulations with clean-label ingredients to create flavorful snacks that meet nutritional requirements. As more consumers seek out snacks free from genetically modified ingredients, opting for non-GMO oils and ingredients is an important consideration. According to the International Food Information Council (IFIC) Foundation's 2018 Food and Health Survey, 40% of consumers view products with non-GMO ingredients as healthier than identical products made with GMO ingredients.⁹

Sustainability is another critical factor, not only when it comes to ingredients, but also with packaging. Which is why companies are starting to introduce recyclable and biodegradable packaging solutions.

THE POWER OF SUSTAINABILITY

Cargill supports North America soil health initiative.

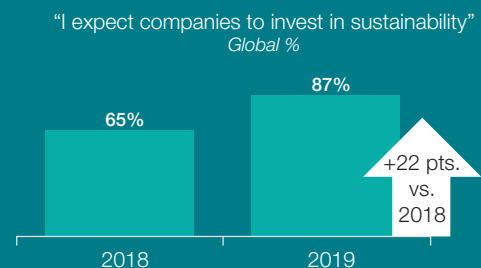
Learning how improve soil health helps Cargill fulfill its purpose and drive lasting, positive change for three of its priorities: climate change, water resources and farmer prosperity. [Learn more](#)

Cargill is committed to building a transparent, traceable and sustainable palm oil supply chain.

Palm oil is the most consumed, most imported, highest yielding edible oil in the world—and consumers want assurance that it's being produced responsibly. [Learn more](#)



People want options that are good for them and for the planet. According to an Innova report, 87% of global consumers expect companies to invest in sustainability.¹⁰



Food & beverage trend: Food with a story



As consumers become more mindful of what they're buying and consuming, they're looking for brands that share their values, and that make them feel good about their choices. In an Innova consumer survey, 56% of global consumers say that a brand story can influence their purchase decision.¹¹ When asked why they wanted to know the story behind the foods and beverages they bought, three reasons rose to the top.

Manufacturers who want their snacks to become best-sellers will heed the call to greater transparency when telling the story of a products' origins, its benefits and production processes. 70% of global consumers¹² are more likely to buy a food or beverage when they know where its ingredients came from, what their benefits are, and how they're produced.

According to Mintel Global Drink and Food Trends 2030, consumers will become increasingly loyal to companies that prioritize people and the planet over profitability.¹³ Already, 61% of global consumers believe that preserving the environment is a personal value—and when considering which brands to buy, they also want to know what social causes the company supports.¹⁴ Now more than ever, consumers are hungry for companies that are taking steps to protect the health of the individual, the public and the environment. It's one reason clean-label foods are gaining in popularity.

Today's consumers want to feel good about the foods they eat.

Consumers hunger for ingredients that are simple, recognizable and minimally processed. This clean label movement has become one of the most influential in recent years, sparking interest in foods with natural origins, reductions in sugar and sodium, and whole grain. Ingredients that are organic, non-GMO* and gluten-free are other important criteria.¹⁵

To learn where the ingredients come from

It makes me trust the brand

To understand about the product's benefits

Why do you want to know the story behind the food and beverages you buy?

Top 3 answers (Global)



Everyone loves a good story and a brand's narrative can make it or break it.

Food & beverage trend: Boosted convenience



Healthy-ish, pleasing and easy peasy.

While it's true that consumers want food that's good for them, they also want it to be quick and easy. That's because life is busy, and consumers often struggle to find time to prepare a meal, so instead they're looking for fast, on-the-go snacks that taste good and are functional. When it comes to snacks, they want sensory appeal, flavor appeal, and easy-does-it appeal.

As consumers prioritize convenience more, they are more likely to opt for three or more healthy snacks a day instead of three big meals. 44% of consumers said they often ate snacks instead of meals at home and at work.¹⁶

Healthy is important. Taste is important. Convenience is important. And, not surprisingly, price is, and likely will continue to be, an important driver. A Nielsen survey from 2019 showed that one-third of Americans will prioritize price when deciding what to consume over the next five years, while 75% felt that getting the best price for a product is always important.¹⁷



How the industry can meet the snacking challenge.

As consumers become more conscious about what they put into their bodies, manufacturers have to become more forward-thinking in their formulations. When creating good-for-you snacks, it's important to boost nutritional value, while also meeting consumers' expectations for the tastes and textures they've come to know and love. Developing a similar profile and compensating for variances in tastes and texture can be challenging, which is why it's important to have a reliable source that can help you solve formulation challenges.

As consumer perceptions around snacking change, creating snacks using alternative bases is important. Until recently corn, potatoes and flour were the go-to ingredients but using different legumes and vegetables as core ingredients will have new appeal for today's consumer. Making the switch to plant-based products will not only help the industry provide consumers with more nutritional offerings, it will also provide wheat-free options, which attracts those consumers with different dietary preferences. Natural ingredients for flavoring and coloring is also a top priority with consumers.

According to Jada Linton, a registered dietitian and marketing and communications specialist for the National Peanut Board, plant-forward snacks have more fiber and more protein, which makes them satisfying longer.¹⁸ Striking the right balance in snacks is essential. While protein helps consumers feel satiated, oil helps with mouthfeel, and sugar and salt provide the sweet and savory notes consumers look for.

As the saying goes, variety is the spice of life. This and the fact that consumers' intentions don't always match their actions, make it important to have snack offerings that cover the gamut—from super-healthy to totally indulgent. Even more health-conscious consumers want the occasional guilty pleasure. According to research from Mintel, approximately 50% of Americans say the top reason they snack is to treat themselves.¹⁹



Putting oils front and center

Snack manufacturers are attempting to capture more consumers by touting “made with avocado oil” or “coconut oil” on the front of their snack packaging. Non-GMO and organic claims are also leading among new product entries in the snack space. Sunflower oil, for example, is experiencing a revival among product manufacturers due to its flavor, performance and the fact that it is a non-GMO crop.²⁰ Meanwhile, palm oil is on track to supersede most of the food oils in the global market. The development of a sustainable supply chain is key to keeping palm oil relevant to consumers.

A snapshot of snacking oils

Oil	Benefits	Flavor	Applications
Palm*	Operational: Great stability and shelf life. Nutritional: Contains vitamin E	Earthy	Microwave popcorn
Peanut	Operational: Great stability and shelf life. Nutritional: ~55% mono-unsaturated fat. <1% linolenic acid	Nutty	Nut/seed trail mixes
Sunflower*	Operational: Excellent frying performance, stability and shelf life. Nutritional: High in monounsaturated fats	Neutral	Nut/seed trail mixes, puff snacks, tortilla chips, vegetable/pulse/rice snacks, potato chips, RTE popcorn
Soybean*	Operational: Strong sourcing and supply chain. Economic benefits. Nutritional: Contains Omega 3 fatty acids and vitamin E	Neutral	Nut/seed trail mixes, puff snacks, vegetable/pulse/rice snacks, potato chips
Canola*	Operational: Great frying performance, stability and shelf life. Nutritional: Contains Omega 3 fatty acids.	Clean	RTE popcorn, Nut/seed trail mixes, puff snacks, vegetable/pulse/rice snacks
Corn	Operational: Strong sourcing and supply chain. Economic benefits. Nutritional: Contains vitamin E	Mild	RTE popcorn, tortilla chips, potato chips
Cottonseed	Operational: Great stability and shelf life. Nutritional: <1% linolenic acid	Clean	Potato chips

*Non-GMO Project Verified oils include mid-oleic sunflower, high oleic sunflower, palm, soybean and canola. High oleic sunflower oil is available as organic.

Count on Cargill to deliver the oil solutions ideally suited to snacking.

A dynamic portfolio of dependable oils covers the gamut of snacking occasions.

We offer a broad range of solutions, from our dependable, all-purpose Regal™, PalmAgility™ and Advantage® shortenings to next-generation options like Clear Valley® high oleic oils, Odyssey™ high-stability oils, and organic and non-GMO oils. Our experts will help you identify the fats and oils that can help you meet the unique needs of your operation. You can count on Cargill's ongoing innovations, technical expertise and breadth of solutions to help deliver streamlined, cost-effective solutions that help you take a bigger bite of the snacking market.

Innovation Centers

Our global network of innovation centers provides R&D, applications and technical service support to customers around the world. Working closely with numerous regional applications and technical service centers, these centers place us in close contact with evolving trends in local markets—and with your need to tailor products to local market tastes.

You can trust Cargill to fuel your business.

Around the globe, our dedicated technology, service and applications teams work side-by-side with you in our customer labs—problem-solving and efficiently scaling up or down to meet your specific needs. Contact us today to discuss how our product depth, proven capabilities and industry expertise can improve performance, enhance brand loyalty and feed growth. Or learn more at www.cargill.com.



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