



C-STORE **SNACKING** INSIGHTS

Four Types of Snackers

WHO?

Convenience



- Busy, On-the-Go Eating
- Portability
- Single-Serve Containers

Fueling



- Meal-Replacement
- Larger Portions
- Nutritious Ingredients
- Indulgent Fillings

Exploration



- Novelty & Excitement
- Bold Flavors
- Interesting Textures
- Spicy, Ethnic, or Flavor Combos

Munching



- Comfort Snacking & Relaxation
- Bite-Size Format
- Great Taste
- No Prep



Feed The Demand

WHY?

♥ **56%**

Of C-Store shoppers love trying new types of snacks



PLANNED
Snack Purchase

45%

Primary reason went shopping



IMPULSE
Snack Purchase

38%

Buys snacks without planning

LESS PRICE SENSITIVE



45%

Eats brands of snacks they like regardless of price



Tips For C-Store Success

HOW?



Make it EASY
TO FIND AND GRAB



INSPIRE CRAVINGS!



EMPHASIZE UNIQUE Tastes and TEXTURES



COMMUNICATE FUN AND Comfort Benefits

Kellogg's

STOCK Well-Known BRANDS



SINGLE SERVE OPTIONS



Bottom Line: **Variety is Key**