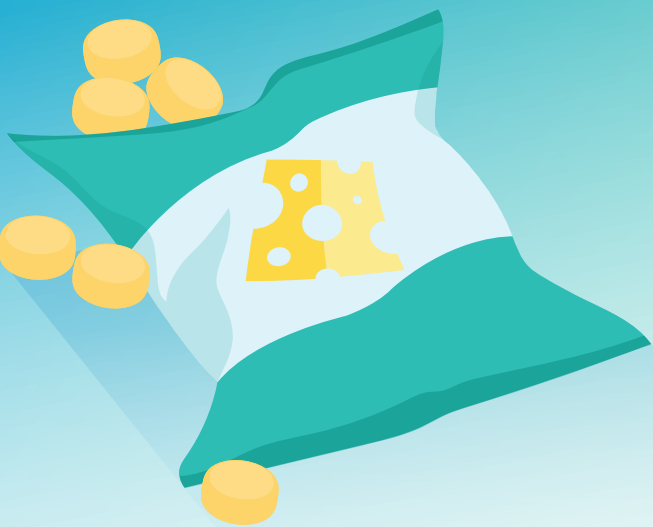




What are Wellness Snacks?

Snacks serve an interesting role in American life. Though many would not call them “essential,” snacks keep us full between meals, serve as a replacement when there’s no time to cook, or simply satisfy our taste buds. Some snacks carry little nutritional value, but healthy snacking options are widely available in 2021. These wellness snacks are nutritious, come in a variety of dietary options, and help consumers feel like they’re making a healthier choice than traditional chips or cookies.

Emerging wellness snacks include:

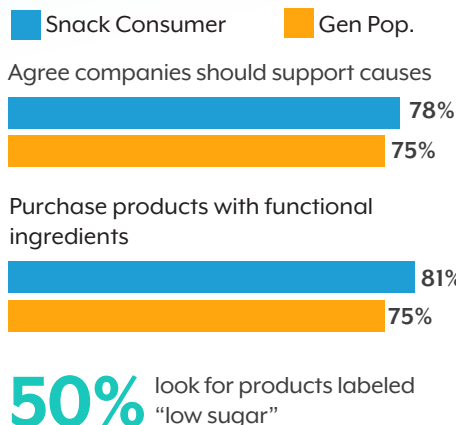
- Snacking cheese
- Coconut chips
- Energy bites
- Protein bars
- Freeze-dried
- Fruit
- Kale chips
- Bean chips
- Keto cookies
- Chickpea snacks
- Sports gummies
- Meat-based
- Snack bars
- And more!

Understanding the well-being, nutrition, and shopping preferences of the wellness snack consumers allows brands to create products people love and craft messaging that sticks!

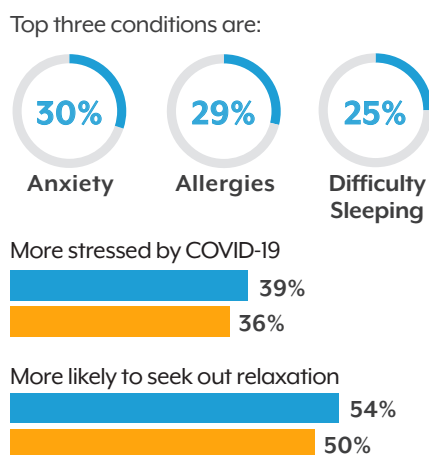
Wellness Snacks Consumer:



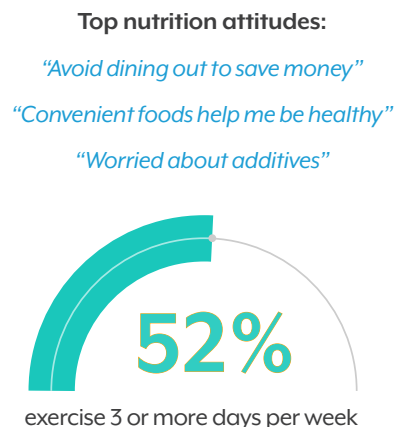
Shopping



Well-being



Nutrition



The Wellness Snacks & Flavors Talked About on Social Media:

Top 3 Ingredients by Share of Voice



Garlic



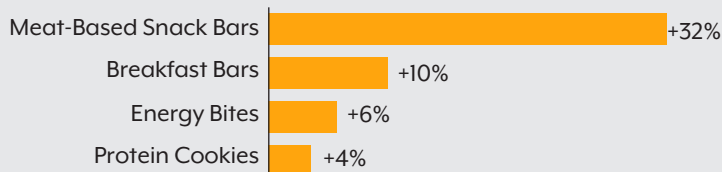
Turmeric



Caffeine

Snacks Gaining Consumer Chatter Online

% Growth in Social Conversations Dec. 2020 – Feb. 2021



Top 3 Flavors by Share of Voice



Chocolate



Peanut Butter



Almond

Snack Flavors Gaining Consumer Chatter Online

% Growth in Social Conversations Dec. 2020 – Feb. 2021

