# The Future of Meal Occasions in Convenience Retail

How eating patterns may evolve

## THE EATING DAY IS CHANGING

**7 in 10**
consumers skipped at least one traditional meal in the past month
Datassential (2026)

**41%**
of U.S. snack consumers eat snacks in place of a regular meal
Mondelēz State of Snacking (2026)

**+26%**
rise since 2020 in snackers who prefer to snack late at night
CivicScience (2025)

**~1 in 5**
adults use or recently used GLP-1 medications, and many look for better-for-you food
Technomic (2025)

## FIVE SHIFTS TO WATCH

**Skip and swap**
Snacks standing in for meals

**Later nights**
Hungry after restaurants close

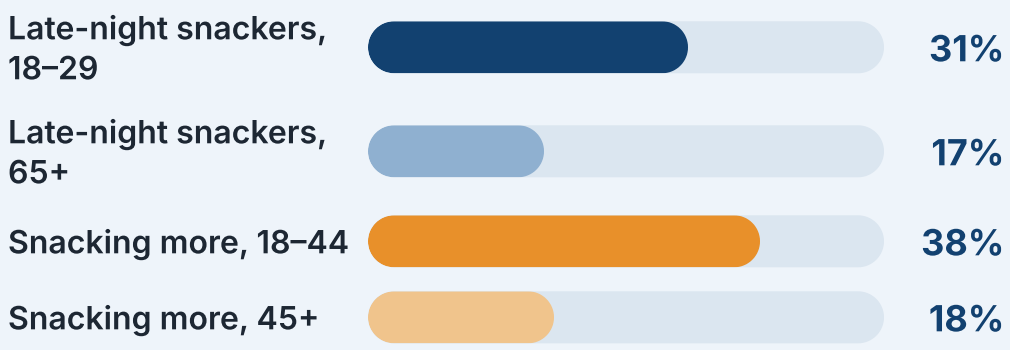
**Healthier mornings**
44% choose healthier at breakfast

**Protein and portions**
Smaller sizes, clear protein

**Younger habits**
Gen Z and Millennials lead

### Younger customers are leading the shift

Share of each age group




Sources: CivicScience (2025); Mondelēz (2026), U.S. snack consumers

### Adapt what you have

- Smaller portions of current favorites
- Protein callouts on existing items
- Grab-and-go to carry late night

### Avoid overextension

- A new menu for every trend
- A full late-night kitchen without demand
- Going all-health and losing treat seekers

## PLANNING FOR WHAT'S NEXT

**Review sales by hour**
Once or twice a year

**Watch crossover items**
Food selling outside its daypart

**Pilot small**
Test, measure, then expand

**Balance the menu**
48% expect healthy and indulgent equally

Sources: Datassential (February 2026); Mondelēz International State of Snacking (June 2026); CivicScience (September 2025); Technomic Health in C-Stores (2025); NACS Daily (March 2026). Prepared by It's All Goods.