

Unwrapping Snacking Success

Unlock the potential of omnichannel strategies to drive growth and customer loyalty in your snacking business

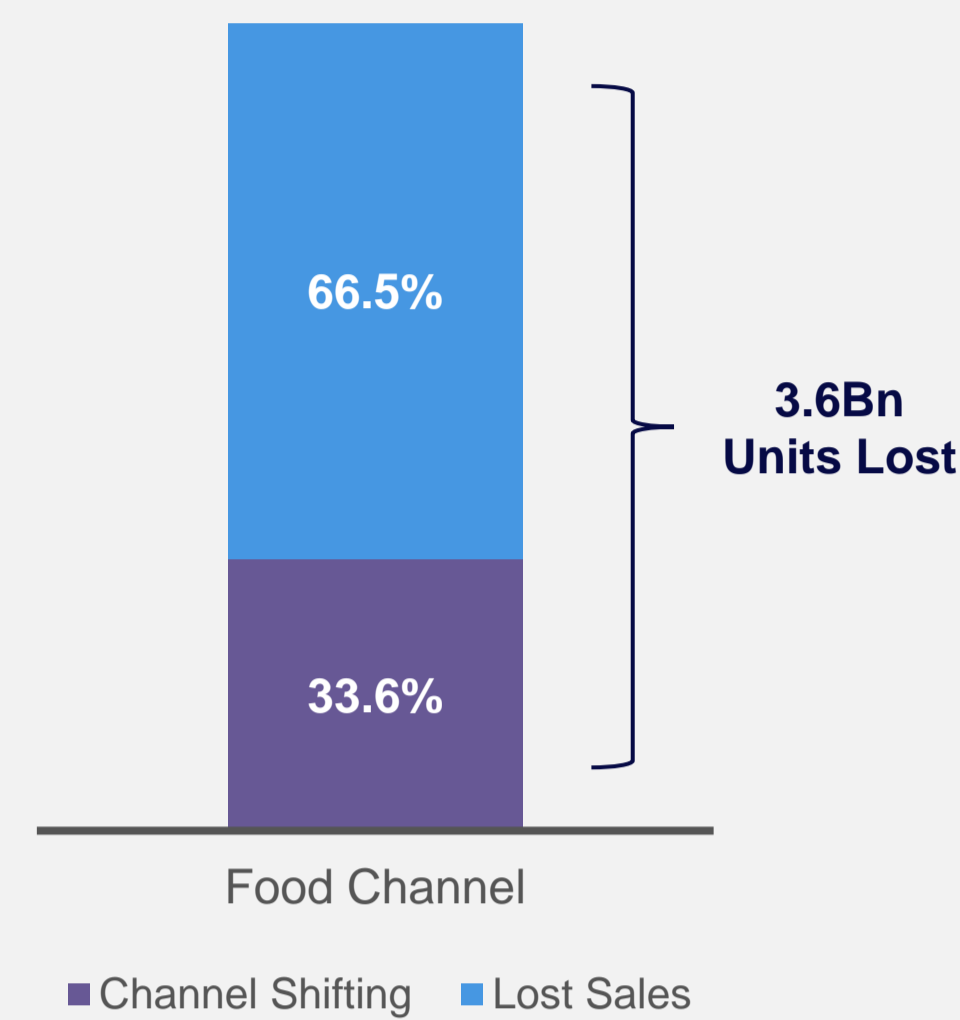
Key Takeaways

- eCommerce is enabling shoppers to explore and discover new products
- The Social Channel is emerging, disrupting traditional eCommerce retailers
- Build an experience for your snack brands that goes beyond just flavor
- Prioritize creating a simple, seamless online experience for snack shoppers
- Speaking the language of your consumers online is essential to maximizing reach

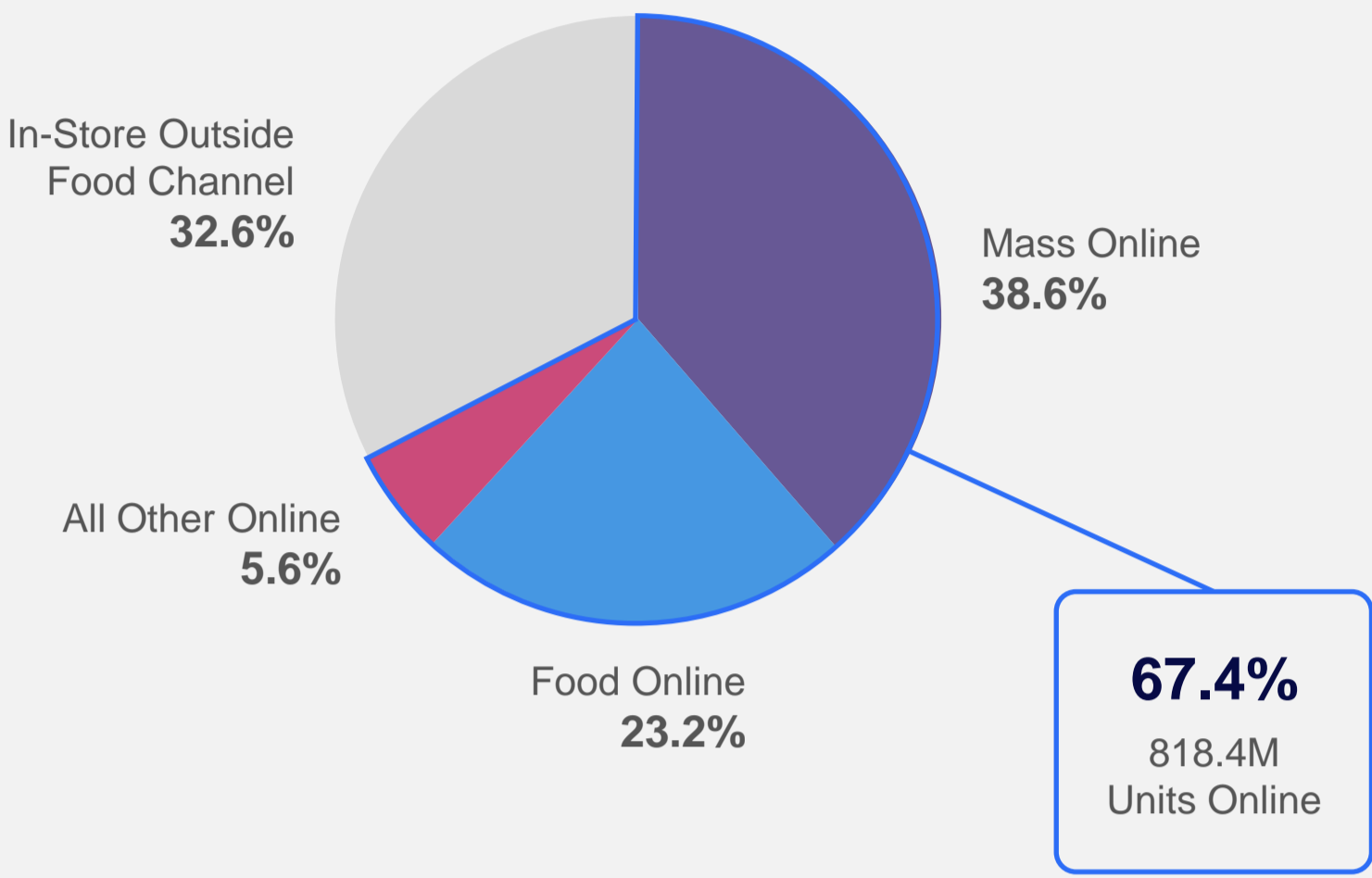
eCommerce is winning sales from brick & mortar retailers

➡ 67% of the food & beverage units that shifted away from brick & mortar food channel retailers were bought online¹

Source Of Brick & Mortar Food Channel Unit Sales Loss, Food & Beverage Only¹



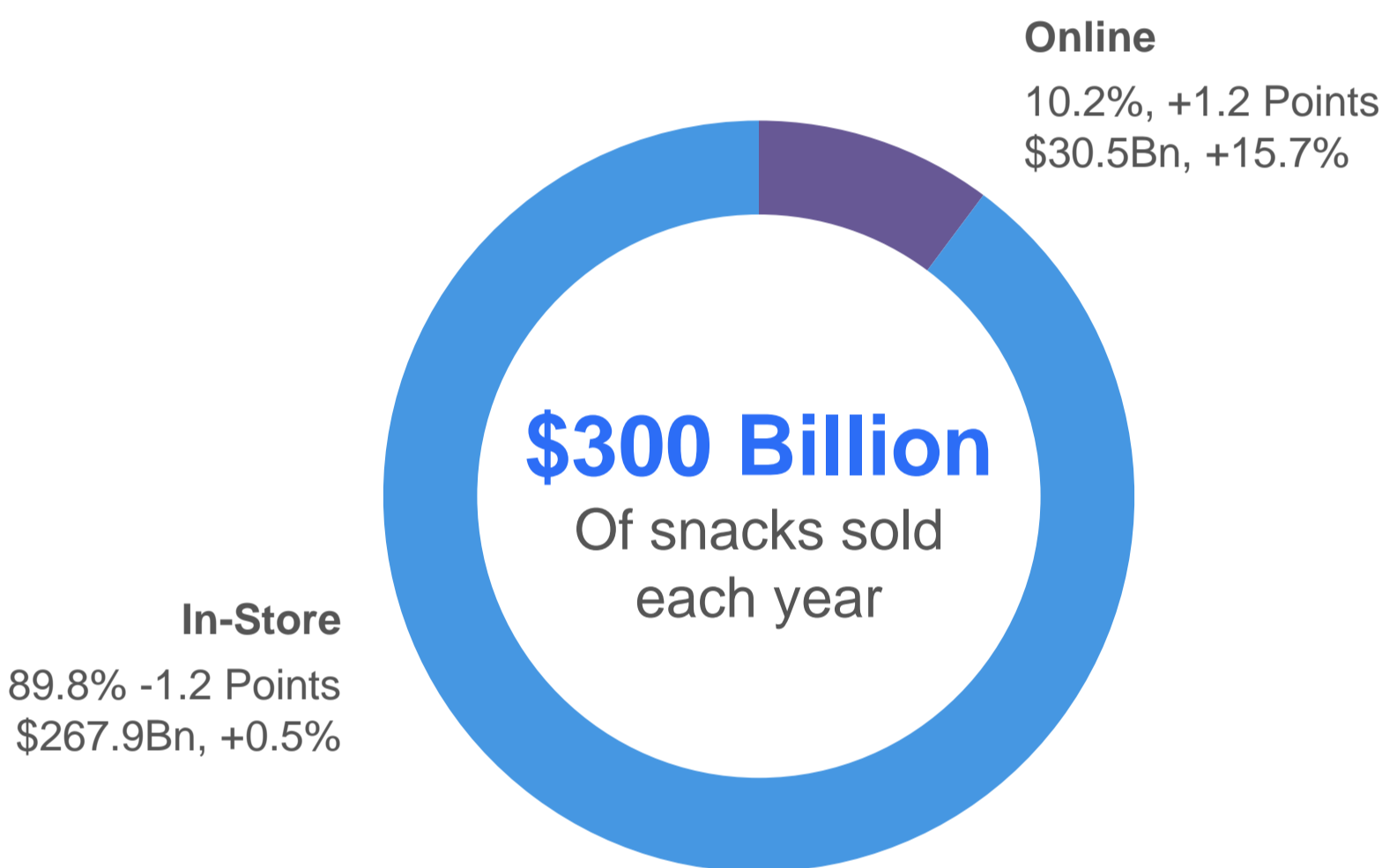
Where Brick & Mortar Food Channel Units Shifted To, Food & Beverage Only¹



\$30 billion worth of snacks are sold online

➡ While only 10% of snack sales are online today, sales are growing nearly 16% and driving online share expansion²

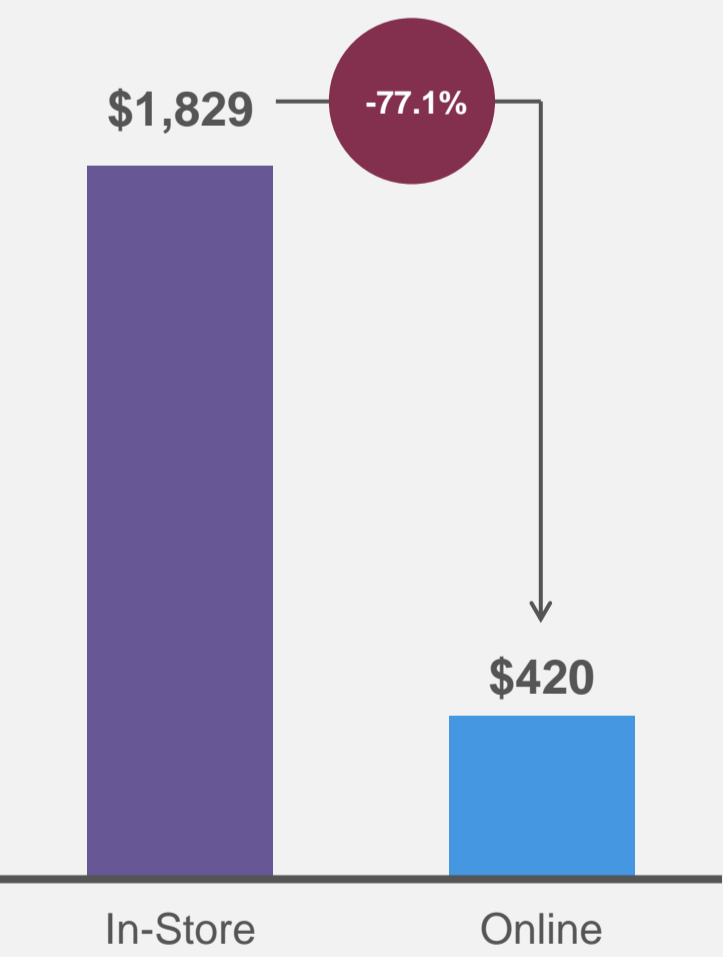
Where Brick & Mortar Food Channel Units Shifted To, Food & Beverage Only²



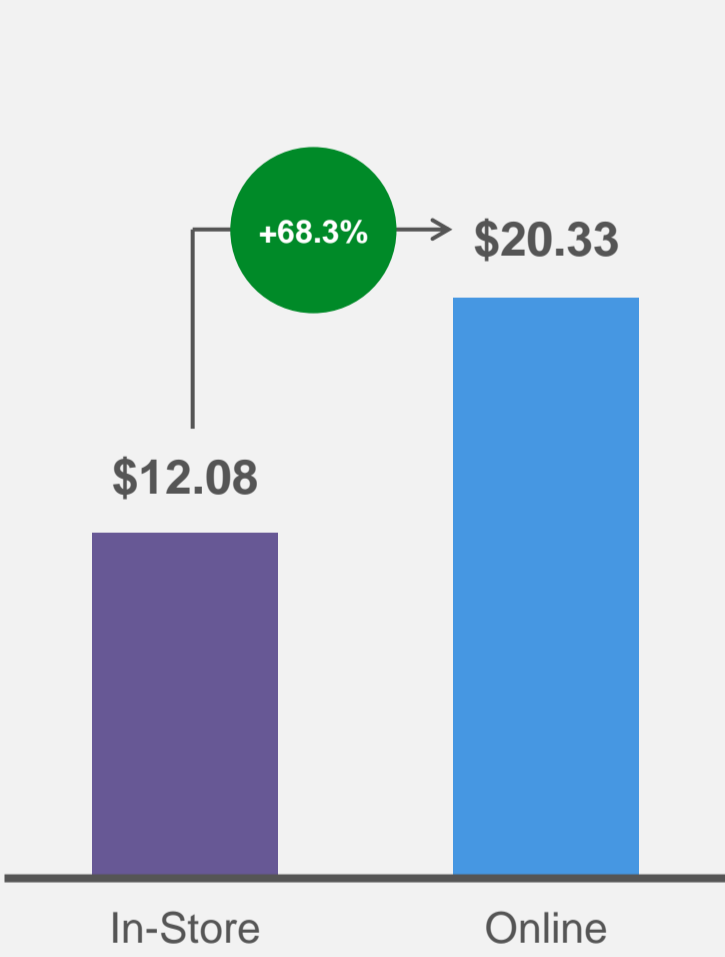
Engaging snack buyers online is valuable for both retailers and manufacturers

➡ While snack buyers still spend most of their snacking dollars in-store, when these shoppers do buy snacks online, they are spending 1.7X more while buying 1.3X more units.

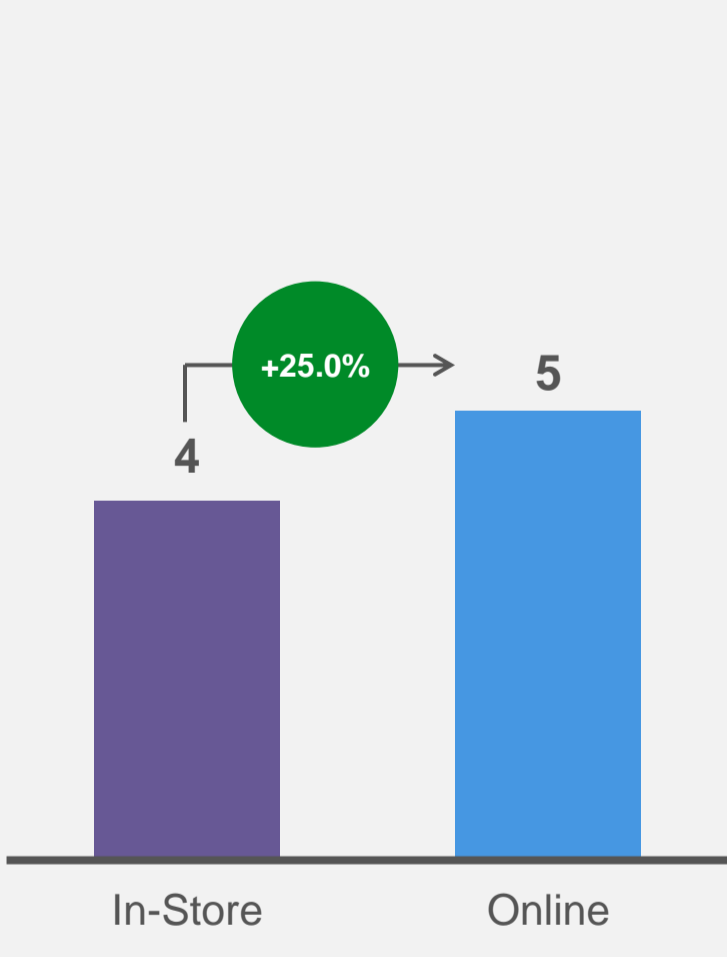
Dollar Sales Per Buyer³



Dollar Sales Per Trip³



Unit Sales Per Trip³



Online shopping is here to stay, set your brands up for success by creating the ‘perfect online store’



TikTok Shop is offering variety-seeking snackers opportunities to explore and discover

\$124M
in snack sales on TikTok Shop⁴

Households with children are core demographic group for online snack buyers

45%
of snack units purchased online⁵

Optimize your brand for a “mobile first” online experience with what matters most

>75%

expect product titles and descriptions online to be more transparent⁶

High quality images enable online shoppers to experience products and make decisions

90%

of online shoppers say that image quality is most important factor in an online sales⁶



¹NielsenIQ Omnishopper Panel On Demand, 52 Week Ending 8/10/24
²NielsenIQ OmniSales, Total US, 52 Week Ending 10/26/24
³NielsenIQ Omnishopper Panel On Demand, 52 Weeks Ending 10/26/24
⁴NielsenIQ OmniSales, Total US, 52 Weeks Ending 7/27/24
⁵NielsenIQ Homescan Panel On Demand, 52 Weeks Ending 10/23/24
⁶NielsenIQ Data Impact

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Craving more? Our NIQ team will provide you with **add industry** insights specific to your brand’s unique needs.

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