

Kellanova

Late Night Snacking Survey

Q1 2024



BACKGROUND - LATE NIGHT SNACKING SURVEY

The Kellanova Insights and Analytics team conducted an online survey amongst 1039 rep sample adults, weighted by gender, age, income, race and region.

- Survey ran in March 2024 within the Question Pro platform (Kitchen Connect)

SURVEY OBJECTIVE

To better understand American's preferences and behaviors during the late-night snacking occasion



KEY FINDINGS - LATE-NIGHT SNACKING

Where are they Snacking?

- **44%** of people who snack late at night do so while in bed
- **58%** of these adults ages 18-24 note this is their location of choice for late night snacks



What are they Snacking on?

- Late night nibblers favor **cookies, ice cream** and **chips** as their snack of choice during the late-night occasion
- **20%** of people are eating salty snacks



How are they Snacking?

- **66%** are snacking alone at late-night
- **50%** of late night snackers were watching Television
- **31%** said they were satisfied after finishing their snack



Why are they Snacking?

- **74%** of women who snack late at night reported they do so because they are **bored** and that they often crave **sweet, salty** and **gooey** foods



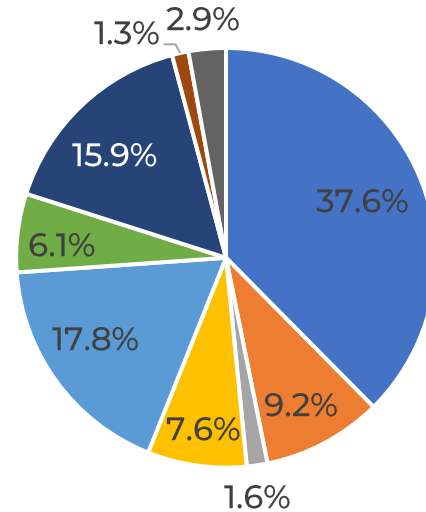
Other Highlights

- 30% of adults snack late at night
- Baby Boomers are the only group that prefer the living room as their preferred late night snacking spot

REASONS TO HAVE A LATE-NIGHT SNACK

The top reasons selected for why choosing a late-night snack are hunger, cravings and “part of a routine”

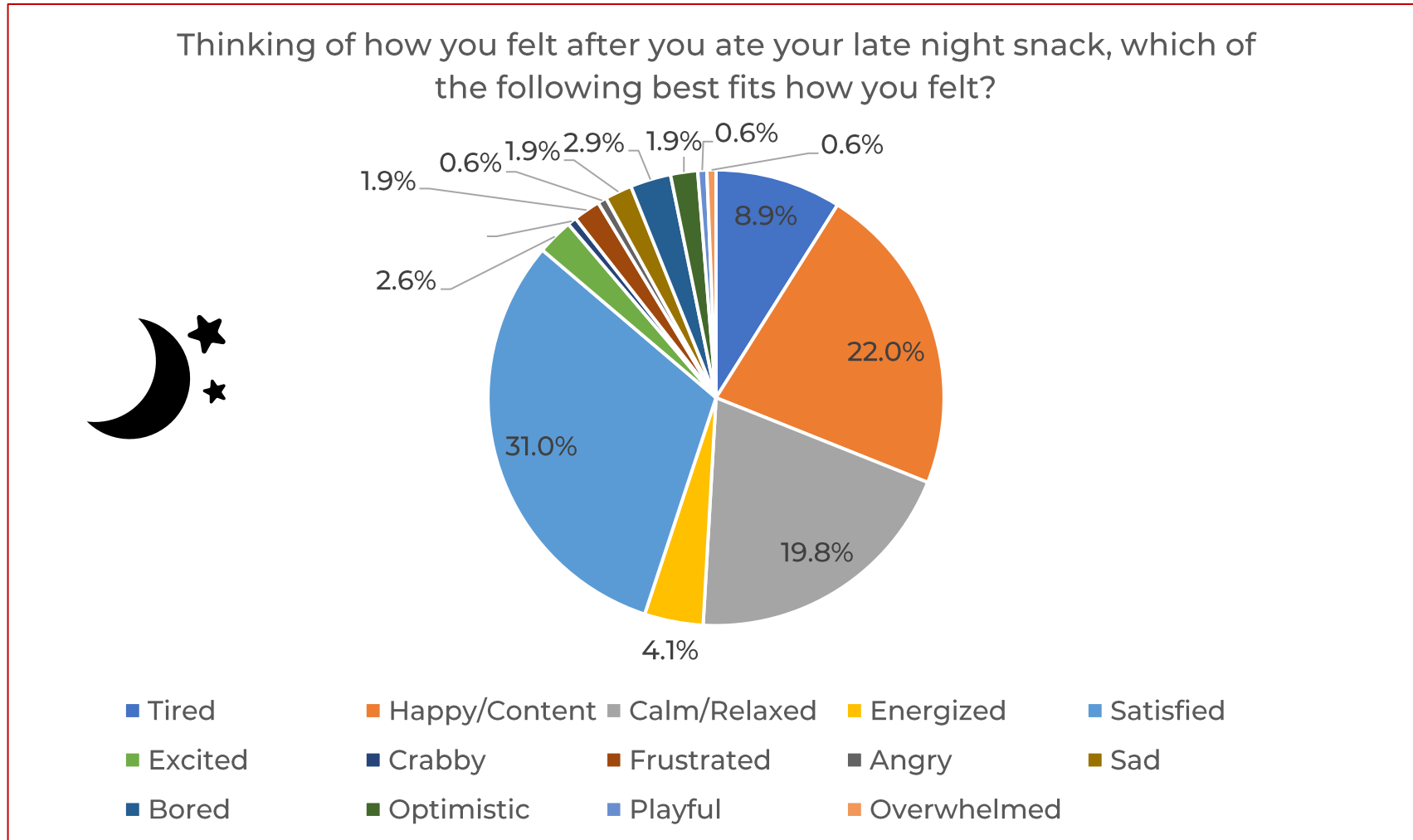
What would you say best matches with the reason you chose to have a late-night snack?



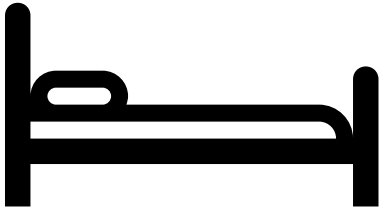
- I was hungry
- I needed a snack after a night out
- I had a specific craving
- A late night snack is part of my routine
- A late night snack helps me cope with stress
- I wanted a snack as a little treat or reward
- I wanted a snack to help me relax
- I was bored
- I needed an energy boost

FEELING AFTER LATE-NIGHT SNACKING

Most adults felt satisfied, happy/content and calm/relaxed after snacking late night.



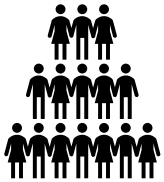
SNACKING IN THE BEDROOM – FAST FACTS



Snacking in the Bedroom:

- 58% of those ages 18-24 choose to eat their late-night snack in bed
- 71% of the people who snack in the bedroom are white/Caucasian
- 75% of the people who snack in the bedroom don't have kids under age 18
- Top three snacks to eat in bed are cookies, ice-cream and chips.
- 19% of people are eating salty snacks(chips, pretzels, popcorn, etc.) in bed
- 56% of people who needed a snack to help them relax are indulging in bed
- 38% of people are eating in bed because they are hungry
- 27% increase of a satisfaction mood after finishing a late-night snack in bed
- 66% of people eating in their bedroom are alone
- 56% of people are watching television while snacking in bed
- 42% of late-night salty snacks cravings are consumed in the bedroom
- 11% of people who snack in bed are looking for something crunchy as a late-night snack
- 25% of people snacking in bed are watching sitcoms and comedies

DEMOGRAPHICS – LATE NIGHT SNACKING FAST FACTS



Generations/Age:

- Age 18-24: biggest late-night food category is chips
- 19% of late-night snackers are between 30-34
- 64% of late-night snacking routines are established by consumers 55+
- 50% of Boomers (60+) are eating their late-night snacks in the family room, the only generation whose majority doesn't eat in bed
- Late-night snacking is an alone eating occasion across all generations
- Age 35-39 are the only age group to have spicy in its top 3 cravings
- Sweet is the number one taste when looking for a late-night snack for every age group
- 25-29 are significantly more likely to crave something bitter
- 18-24 are significantly more likely to crave something spicy than 40+



Men vs Women:

- Men are eating more late-night snacks than women
- Men are 10% more likely to indulge in salty snacks as a late-night snack than women
- 74% are bored late night snackers are women
- Women are significantly more likely to crave Sweet, salty and gooey snacks
- Men are significantly more likely to crave spicy, sour, bitter, hard or chewy

DATA TABLES ARE AVAILABLE UPON REQUEST

