

Mondelēz International announced the launch of the fourth annual State of Snacking® report.

20 January 2023 | News

Mondelēz International, Inc. empowers consumers to snack right in over 150 countries around the world.



Mondelēz International, Inc. empowers consumers to snack right in over 150 countries around the world.

This year's report explores how current economic challenges are affecting consumer snacking choices around the world with most respondents continuing to prioritize snacking, despite rising costs and economic challenges.

Developed in partnership with The Harris Poll, the report tracks snacking attitudes and behaviors among thousands of consumers surveyed across 12 countries for a fourth consecutive year. These findings illustrate the expanded role of snacking as snacking increasingly replaces traditional meals in consumers' lives. Key findings include that consumers around the world are snacking:

- Daily - Snacking is a staple 71 percent of consumers snack at least twice a day.
- Mindfully - 78 percent of consumers report they take time to savor indulgent snacks with 61 percent saying they take time to portion out snacks before eating them.
- Frequently - Consumers are increasingly replacing meals with snacks, with 55 percent reporting a higher likelihood to eat a snack across all three standard mealtimes.
- Sustainably - Reducing waste is a top priority, with seven in 10 consumers saying they prioritize snacks that have less packaging and 72 percent saying they typically recycle it.

Our State of Snacking report confirms that in these trying times, consumers around the world view their favorite snacks as affordable and necessary indulgences," said Dirk Van de Put, Chairman and CEO of Mondelēz International. "Snacking continues to be a way for consumers to connect or to enjoy a moment of delight in their day, further demonstrating our belief that every snack can be enjoyed in a mindful way."

The survey complements Mondelēz International's diverse, proprietary snacking insights knowledge including macro trends from multiple sources informing the future of snacking and validating the company's focus on delivering the right snack, for the right moment, made the right way.

Mondelēz International, Inc. empowers consumers to snack right in over 150 countries around the world. With 2021 net revenues of approximately \$29 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *belVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Clif Bar*. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability

