

# Moving Beyond Millennials: Snacks for Ageing Consumers

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## Abstracts

The population of consumers aged 50+ is growing in every region. While Ageing Consumers are becoming the next millennials, snack products targeting them are still at the emerging stage. Ageing Consumers are increasingly interested in addressing their health concerns through innovative food products. At the same time, nostalgia is driving sales of snacks globally. Brands are building strong relationships with “Kidults”; adults who appreciate their inner-child and their childhoods.

Euromonitor International's Moving Beyond Millennials: Snacks for Ageing Consumers global briefing offers an insight into to the size and shape of the Packaged Food market, highlights buzz topics, emerging geographies, categories and trends and identifies the leading companies and brands. It also offers strategic analysis on driving packaged food industry trends like health and wellness, premiumisation, convenience and value-for-money and how those trends influence factors like new product developments, packaging innovations, retail distribution and retail pricing both historically and into the future.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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