

Occasion Innovation in Snacks: Routine Concepts

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Abstracts

As consumers consider and preplan their snack purchases more in lieu of economic challenges, anchoring innovations around consumer routines and need states has become increasingly important. Looking closely at routine shifts such as those in work and school, gatherings, and on-the-go (OTG), manufacturers can identify and fulfill pockets fit for snacking. And in turn, routine-rooted snacks can contribute to brands becoming more worthy as an “essential” part of shoppers’ baskets.

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Contents

Introduction

Snacking pattern shifts

Evolving routines/conclusion

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