

Competition Recommendations from Consumer Insights & Focus Groups

Overarching Recommendation

Pitch competition product development should focus on “healthy” snack development or creative/innovative packaging ideas to support the storage and convenience of dairy snacks.

Conclusions

1. Participants generally prefer easily accessible or convenient snacks, such as chips, nuts/seeds, fruit, or candy, that are stable as fresh or pre-prepared.
2. It is important for snacks to be low in or have no sugar, but restrictions around protein and fat are less important to parents. Simultaneously, participants generally prefer sweet and crunchy snacks.
3. Sweet snacks were generally viewed as more of a treat (i.e. being consumed late at night and on the weekend), while salty snacks were generally more preferred during “busy” times (i.e. when traveling, before or after events).
4. Healthy versus unhealthy snacks were preferred in opposition among parents and children.

Recommendations

1. The developed snack should include at least one of the following ingredients:
 - a. Fresh or dried fruit
 - b. Nuts/seeds
 - c. Cheese
 - d. Chocolate
2. The developed snack should attempt to be low in sugar.
3. The developed snack should attempt to match one of the following situations:
 - a. A late night, sweet snack!
 - b. A crunchy and salty snack for after school
 - c. A crunchy and sweet snack for on-the-go
 - d. A weekend treat that is sweet and creamy!

Full results are given in the attached [Appendix](#)

Appendix

Panelists

An estimated 180-200 participants (adults and children) engaged in the present study.

Results

Figure 1. Frequency counts for ranking the importance of product packaging claims and information when purchasing a snack for children, among parents.



Figure 2. Frequency counts for indicating timing of snack consumption, across different sensory attributes.

Figure 4: Circana data showing gap in when protein is consumed by daypart.

When protein is consumed

Protein seekers and others consume protein at similar intervals throughout the day. Breakfast and snack occasions represent opportunities to increase protein consumption since they are relative low points.

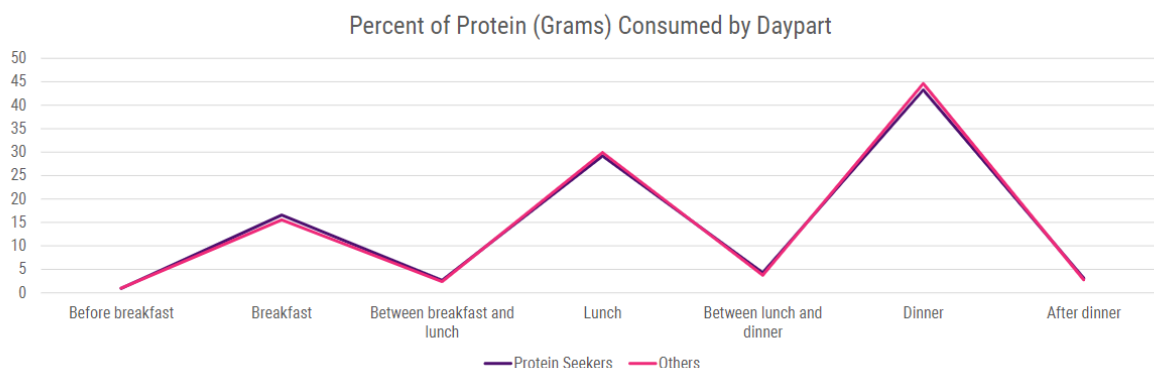


Figure 5. Major nutrient types consumers seek to increase or decrease in their diets.

Consumers add or avoid key nutrients to improve their diet.

All generations seek to increase their protein consumption at similar rates, an indication of the macronutrient's prevailing cultural appeal. Generations also seek to increase the amount of healthy fats in their diets at similar rates. Older consumers are more focused on decreasing or eliminating ingredients such as sodium / salt and calories than younger consumers.

Major Nutrient Types Consumers Seek to INCREASE or DECREASE in Their Diets

Among total

