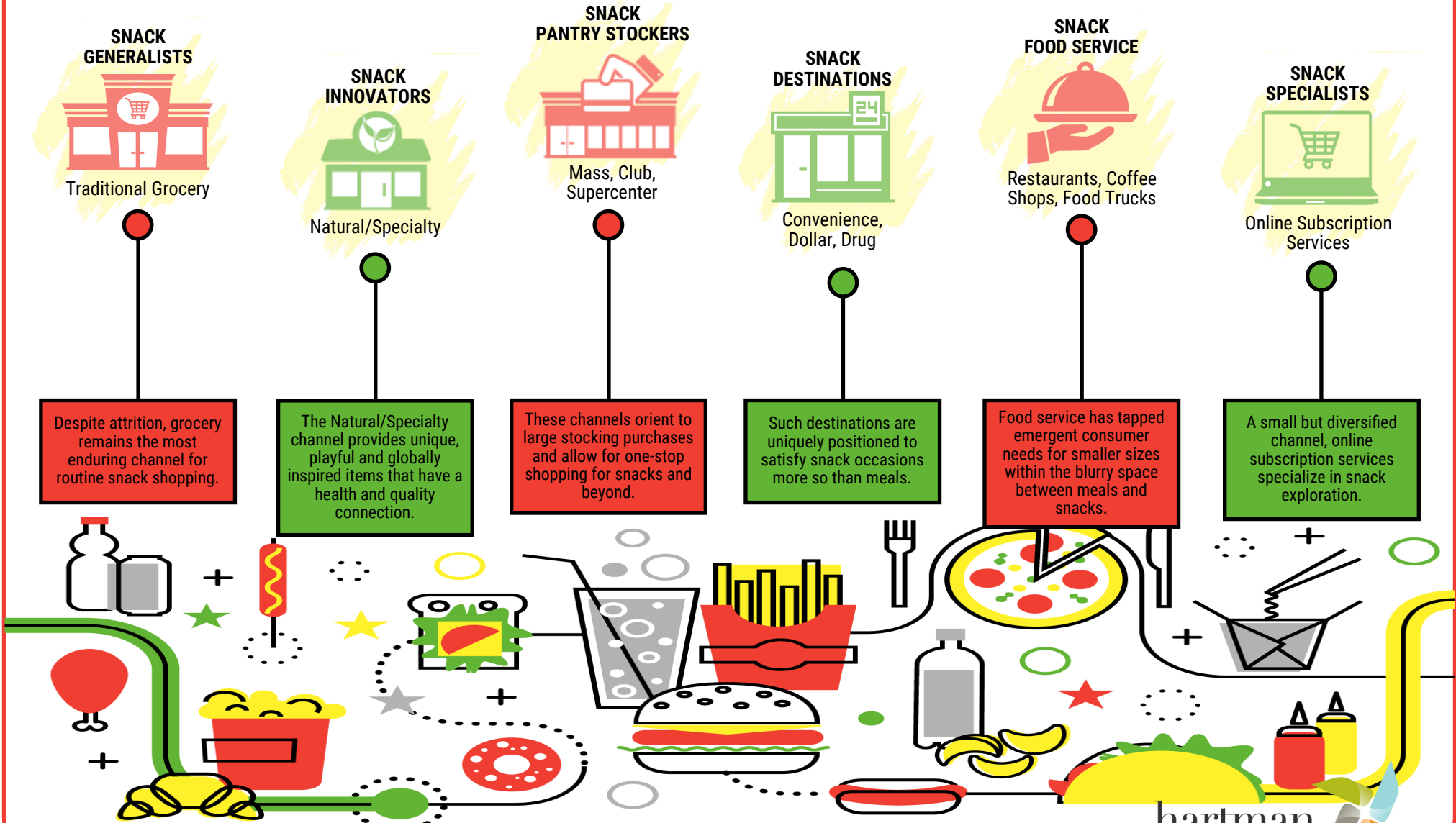


# SHOPPING FOR SNACKS

With so many channels and stores available to consumers, shoppers keep a working geography of stores that shows certain patterns in snack-purchasing behavior. In this diversifying topography, consumers use retailers based on how they meet their specific sourcing needs.



SOURCE: FUTURE OF SNACKING 2016 REPORT