



Snacking Trends Unwrapped

March 1, 2024



Forward by Founder, Dr. Lior Lewensztain

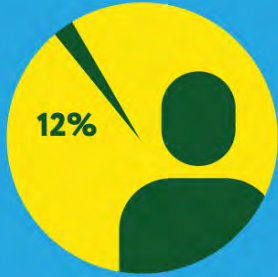
“In a world where fast-paced lifestyles often take precedence over health, I’ve been on a mission for the past 12 years that is as simple as it is daunting, to encourage people to incorporate daily servings of fruit into their lives.” As the founder and visionary behind That’s it., Dr. Lior Lewensztain has dedicated himself to the relentless pursuit of this goal, and the inaugural That’s it. Snacking Trends Snapshot is a testament to this commitment. This report summarizes the findings from two distinct groups, US consumers and nutrition professionals. “Conducting consumer surveys to understand their ever-evolving preferences is something we do regularly. Initially, this was not intended to be a formal study. However, due to our ongoing collaboration with nutrition professionals, we recognized an opportunity to compare their expert insights. We found the results intriguing enough to share publicly.”



Our Mission

Eating healthy should never be complicated. Since 2012, That's it.® has been on a mission to make daily fruit servings accessible through convenient and delicious solutions.

The State of Fruit



ONLY 12%
of adults are eating
the recommended
daily serving of fruit*

31.5% of fruit is wasted
every year**



That's like every
American throwing

3 apples into the
trash each day***

Our Impact In 2023



That's it.® delivered

150 MILLION



fruit servings



That's enough apples to stretch all the way around the world

In 2024, we're raising the
bar with a bold goal of
200 MILLION
fruit servings



Join us on our
mission and pledge to
#BeaLittleBetter
about getting your
recommended fruit
servings and reducing
fruit waste in 2024

*Centers for Disease Control and Prevention

**March 2023 WRI Study

***2023 Recycle Track Systems Food Waste in America Study

Introducing NutritionFAM

For several years, That's it.® has informally collaborated with registered dietitians. In 2022, we made the decision to formalize these partnerships and establish a community where nutrition professionals from various sectors, including retail, sports, education and private practice, could come together to access the latest product updates, receive samples, and create content in collaboration with That's it.®

Since the launch of the program, **That's it.® has successfully onboarded 1,274 nutrition professionals**, and we are committed to double this number by the end of 2024. This initiative aims to foster a strong network of nutrition experts who can contribute their trusted and credible feedback. More information and how to join NutritionFAM can be found [here](#).



About the Survey

In the ever-evolving landscape of food trends, there's a constant influx of new diets, ingredients, super foods, powders, pills, juices, shakes, etc... Curious to delve deeper, we sought direct insights from both consumers and nutrition professionals to uncover their top priorities.

Insights were collected from two distinct groups of participants , including 1,000 US consumers aged 18 and above and 100 nutrition professionals who are members of the That's it.® NutritionFAM. The survey aimed to identify the most prominent trends related to healthy snacking that these individuals would be focusing on in the current year.

Participants were presented with a list of 12 predefined choices, representing various nutrition-related topics. Additionally, the

NutritionFAM was given the opportunity to provide their own write-in responses, allowing for a more comprehensive understanding of emerging trends and interests within their individual field. This report is a snapshot of the three highest-ranking trends and two of the lowest-ranking trends, along with some qualitative feedback provided by our NutritionFAM and our trusted partners.

¹ The consumer survey was conducted leveraging real-time insights platform, [Suzy](#), and the NutritionFAM survey was conducted via email using [Typeform](#).

#1

Consuming More Fruits and Vegetables

Both consumers and NutritionFAM members overwhelmingly agreed that incorporating more fruits and vegetables into their snacks was a top priority. An impressive **91%** of NutritionFAM members and **53%** of consumers ranked this trend as one of their top priorities.

Among the consumer respondents, females showed a slightly higher preference for this trend at **54%**, compared to males at **49%**. However, there was no significant variation in response based on age demographics, education levels or employment statuses. This indicates that the trend is a universal priority across the board, emphasizing the importance of getting back to the basics.

91%
of NutritionFAM



53%
of consumers



“ Everyone is looking to eat more fruits and veggies, but it needs to be EASY. ”
Ana Reisdorf, MS, RD, The Food Trends



“ Above anything else, I associate this most with overall health benefits. We are getting fiber as well as antioxidants and phytonutrients when we eat more plants. ”
Brandi Crosson, MS, RD, LDN, Lifestyle Medical Centers

#2

Cutting Down on Sugar and Sugar Alcohols

52% of NutritionFAM respondents and **40%** of consumers ranked sugar and sugar alcohols reduction in their top three trends.

This trend was more popular among male consumers, with **43%** of them ranking it highly, compared to **38%** of females. Age appears to be a significant factor, with the highest percentage of votes coming from the 18-24 age group at **47%**, followed closely by the 50-64 age group at **46%**. In contrast, the 35-49 segment showed less enthusiasm, with only **35%**. This may suggest that Generation Z is more health-conscious, while those aged 50 and above may be more focused on reducing sugar intake for health reasons. This comes as no surprise as the #BloodSugar hashtag has secured over 1 billion views on TikTok alone, a social media platform where **76% of Gen Z** is regularly consuming content.



“ Sugary snacks lead to more cravings, inflammation, gut issues and obesity while sugar alcohols can lead to gut dysbiosis. ”
Mary Sabat, MS, RDN, LD



“ Way too much (sugar) in way too many foods. Most people have no idea where it's hiding, how much they actually consume (& depend on it), how it affects the body in various ways. ”
Dionne Garner, RD

#3

Looking at Both the Front and Back of Packaging for Nutritional Information



55% of NutritionFAM and **30%** of Consumers are prioritizing a closer examination of nutritional information, both on the front and back of packaging. This trend is gaining traction, with even the [United States Food and Drug Administration](#) testing front-of-packaging labeling to assist consumers, particularly to help those with limited nutrition knowledge, in making informed dietary choices. It's no longer a secret that while certain ingredients are listed on the front of packaging, many others are hidden on the back. Consumers are becoming increasingly aware of these labeling practices and [demanding more transparency](#).



“Many people don't feel confident reading and understanding nutrition labels.”
Jessica Cording, MS, RD, CDN

“With apps like Yuka and Fooducate, more people are becoming aware of labels and ingredients.”
Penny Williams, MS, NBC-HWC



“Shoppers today are more interested in the foods they consume than ever before, where they are made, who makes them and what's in the food itself. Since the pandemic and with food inflation at an all-time high, people are reading labels - not just the marketing jargon on the front of the package, but scrutinizing ingredient statements, nutritional information and package sizes to ensure they get the most taste and nutrition for every dollar they spend in the supermarket.”
Phil Lempert

What's Not Trending- Keto and Low-Carb Snacks

21% of consumers ranked Keto and Low-Carb snacks as one of their top three trends with only 6% making it their number one priority.

Interestingly, according to Google Trends, the keto diet and related keyword terms experienced a surge in search volume in 2016, reaching its peak in 2019 and has been gradually declining ever since.

While ketogenic diets were once praised for its weight loss efficacy, organizations like the American Heart Association (AHA) have recently [conducted studies](#) to express concern that

restricting foods like whole fruit, legumes and whole grains could lead to serious nutritional deficiencies that could be detrimental to health.

NutritionFAM ranked this trend even lower than consumers with only **4%** citing it as a trend, but mainly calling out that they only recommend to those with specific conditions that are monitored by a doctor.

What's the Next Big Important Trend - More Allergy-Friendly Options

Over 85 million Americans avoid the top-9 allergens while grocery shopping. According to McKinsey, the number of children with food allergies has been growing [four times faster](#) than the general population for two decades. The US Allergen Free Food market is projected to grow at a [CAGR of around 8%](#) between 2023-2029. While sales and consumer needs are rapidly growing, mass awareness to the general population appears to be low, with **37%** of NutritionFAM and only **15%** of consumers surveyed ranking this as a top priority.



“ Ensuring access to allergy-free snacks isn't just about accommodating dietary restrictions; it's about fostering inclusivity, promoting safety, and empowering individuals with food allergies to fully participate in social and culinary experiences. ”
Sung Poblete, PhD, RN, CEO of FARE.



Thank you for reading our inaugural Healthy Snacking Trends Summary. We hope you found it to be useful and interesting. We will be highlighting more trends throughout 2024.

For more information about our mission to increase daily fruit servings consumption:

Visit: www.thatsitfruit.com/nutritionmonth

To schedule a more in-depth briefing or for media inquiries contact elizabeth@thatsitfruit.com