

# Theme

## Snacking 'on-the-go' and social occasions

Eating patterns are changing, progressing beyond the traditional breakfast, lunch and dinner to an 'on-the-go' snacking approach through the day and night.

Consumers are also seeking crunchy, protein-rich alternatives to sweet, high carbohydrate snacks for specific uses such as social occasions, outdoor activities, kids' lunch boxes and desk-based snacking.

Snacking has been a well-established category for more than 40 years. Snacks are no longer an occasional sweet or savoury treat, nor confined to those with little concern for 'proper eating'.

Many consumers are now making snacks their primary food of choice – eating on the go and grazing as part of their daily routines - and using them to derive desired nutritional benefits. They are also increasingly consumed as meal replacements, often seen as a convenient option for those who do not have the time for a traditional meal.

The global 'health and wellness' theme shows that as consumers feel more aware of their health and personal nutritional needs, they make purchasing decisions based on actual or perceived nutritional benefits. They want information about their food and the story behind it - what it is made from, where it has come from and what purpose or need it fulfils.

Not only are they seeking far greater functional benefits from snacks, but also emotional and social status associations. Protein-rich snacks are seen as more satisfying, healthy alternatives to sugary or starchy snacks. They are also perceived as 'premium' products, with associations of status and wealth when shared in social settings.

Many snacking choices are driven by their accessibility or convenience. As the variety of snacking options has grown, so has the range of channels where people source them from. Technology is an enabler for novel distribution methods, including for fresh, hot snacks versus shelf-stable products.

We are at the early stages of a new paradigm in snacking, with great potential for products that deliver nutritional, functional and emotional benefits, are targeted to new consumer segments, usages and occasions and are accessible and convenient.

### Positioning Australian red meat

With its high protein content, red meat represents an ideal snack but, in its raw state, is highly perishable and not ready to eat. Advances in processing, packaging and distribution are enabling high value snacking opportunities for red meat beyond the current shelf-stable options. There are also opportunities for red meat based snacks to complement or be alternatives to dairy, fish and pork-based snacks that have seen growth in export markets.

Products utilising Australian red meat are uniquely positioned to leverage the country's 'clean, green' reputation, its national traceability systems and freedom from major endemic livestock diseases to address consumer concerns around food safety and security.

### Supporting MLA research

- [Domestic snacking ethnographic research](#)
- [Red meat innovation insights report: The snacking opportunity](#)
- [Identifying Snacking Occasions within Red Meat](#)
- [Red meat protein snack](#)

