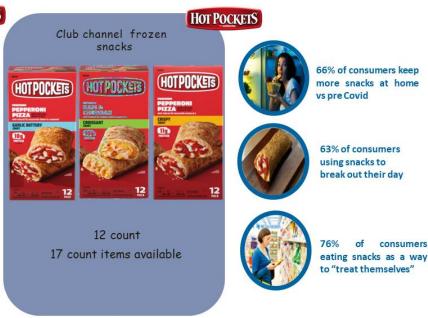


consumers

Frozen Snacks: Hot Pockets

Consumers are turning to snacking more than ever before!. Snacking has become a way to break out monotony in quarantine and relieve stress created by uncertainty.









BRAND PERFORMANCE vs YA

HOT POCKETS SALES UP VS YA DUE TO INCREASED FREQUENCY AND PRICING



SNACKING CONSUMER BEHAVIORS

SNACKING BEHAVIORS ACCELERATING:



95% of Adults snack daily	46% of Adults snacked more during COVID
70% Millennials	Continued trend of
prefer Snacks to	Snacking more at
Meals	Home



THE CUSTOMER

HOT POCKETS HHs SKEW LARGER FAMILIES, ESPECIALLY WITH TEENS, AND LOWER INCOME

Household Demographics & Behavior (\$ Index)







