


## 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.


#1 sales in U.S.

#2 sales in U.S.


#3 sales in U.S.

2 pack, 5 pack and 12 pack available

> 20 different flavors available



Club channel frozen snacks



12 count

17 count items available



66% of consumers keep more snacks at home vs pre Covid



63% of consumers using snacks to break out their day



76% of consumers eating snacks as a way to "treat themselves"



### BRAND PERFORMANCE vs YA

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

\$ Sales vs. YA

Households Buying

Visits/Household



### SNACKING CONSUMER BEHAVIORS

SNACKING BEHAVIORS ACCELERATING:

95% of Adults snack daily

46% of Adults snacked more during COVID

70% Millennials prefer Snacks to Meals

Continued trend of Snacking more at Home



### THE CUSTOMER

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

Household Demographics & Behavior (\$ Index)



5+ HH Size (220)



Lower Income (142) / Financially Fragile (131)



Raising Teens (229)



Hispanic HH (131)