THE SNACK™ 50

ALPHA DIVER

The Snack50 Report reveals why consumers are approaching or avoiding the top 50 snack and confection brands based on data from the Psych-Pulse database of over 42,000 consumer sentiment records since 2018.

To schedule a walkthrough of the full report

Click here

For the first time the top 6 brands are store brands...

RANK	BRAND
1	Great Value
2	ALDI
3	APLENTY
4	favorite day
5	HAPPY BELLY
6	Good & Gather
7	Reese's
8	Lay's
9	HERSHEY'S
10	m&m's

...WHY? In the report we dig deeply into:

- **Where is purchase behavior headed?** The patterns we see in how people shop, and how that will evolve over the coming 1-2 years.

- **Which brands and categories are rising to the top?** What's driving the top 50 brands and categories? We reveal the key drivers and and what business leaders can do to influence growth.

- **How can brands drive interest and trigger purchase action in the real world?** Do they WANT you? Will they BUY you?

What macro-forces will drive consumer behavior in the coming quarters & years?

Impulse
Experience
Conformity
Function

Q1 '23 Q2 '23 Q3 '23 Q4 '23 Q1 '24 Q2 '24 Q3 '24 Q4 '24

PSYCH-PULSE™