

Fit for Growth - Snacks

Düsseldorf. The lunch bell has obviously rung in the surrounding offices. There are plenty of people pounding the pavement outside. Some are heading into restaurants, others into the supermarket and a (smaller) number are going to the bakery nearby. Every lunchtime, the same scene plays out. The snack counter attracts a lot of customers. The assortment is made up standard of wheat rolls with cheese, sausage and hams. There are "Schnitzel" rolls of breaded pork escalope and meatball rolls for the particularly hungry customers. What is noticeable here is that the some men and women (up to around 40 years of age) spend some time looking at the snack counter but ultimately head to the bakery counter. The potential definitely lies in snacks!



What is apparent is that the targets groups aged 20-49 now have different expectations of the "snacks of today". "Healthy", "fit" and "vegetarian" are the concepts to be highlighted in snacks. Grow your competence in snacks:

In addition to "normal" wheat rolls, "seeded rolls" with Gouda belong to the standards of 2019. Your snack competence can be shown by offering different types of cheese such as "Cheddar" or "goat Gouda" In summer, creamed cheese with radish on lye or seeded rolls also sell well. Although the popularity of

"cold meats" is decreasing for this target group, turkey and salami still needs to be included in the seeded roll offering. The same applies for "vegetarian varieties" which are part and parcel of every snack counter today. The top sellers in this area are "Ciabatta with tomato and mozzarella" and "Egg varieties". Good luck!



For more tips on the coffee and bakery markets, check out the most recent TrendBOOK on www.ga-trendagentur.com