



## CONSUMER SNACKING IS ON THE RISE

**3x**

22% of consumers snack 3+ times a day<sup>1</sup>

**2x**

29% of consumers snack twice a day<sup>1</sup>



# #1 GROWTH BRAND

within Taste Enjoyment<sup>6</sup>  
(\$% Growth)

# 73% \$ GROWTH

on trips with *Rice Krispies Treats*<sup>®</sup> in the basket<sup>6</sup>

Kellogg's  
**RICE KRISPIES TREATS**<sup>®</sup>  
CRISPY MARSHMALLOW SQUARES

is nearly

# 2X AS LARGE

as the next treat bar brand<sup>2</sup>  
(GM Treat Bars)



Kellogg's  
**RICE KRISPIES TREATS** **HOMESTYLE**  
ORIGINAL

...has driven an additional 3.3 points of dollar growth & 3 points of unit growth to the *Rice Krispies Treats*<sup>®</sup> brand<sup>3</sup>



...and *Rice Krispies Treats*<sup>®</sup> Homestyle Original is turning at 2.4 units/store/week, 14% faster than the category average<sup>4</sup>

*Rice Krispies Treats*<sup>®</sup> 1.3oz. is turning 14% faster than the category average in the latest 12 weeks<sup>5</sup>



Kellogg's  
**RICE KRISPIES TREATS**<sup>®</sup>

For more information, contact your Kellanova Sales Representative, or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

1. Mintel: Snacking Motivations & Attitudes US 2024  
2. Nielsen Connect Total US Conv Latest 26 w/e 8.12.23  
3. Nielsen Discover, Total US Conv, Latest 4 Weeks w/e 3.2.24  
4. Nielsen Discover, Total US Conv, YTD 9 weeks w/e 3.2.24

5. Nielsen Discover, Total US Conv, Latest 12 weeks w/e 3.2.24  
6. Nielsen AOD Scan Data: Total xAOC 52wk w.e.4.22.23; Nielsen Connect Trip Projected Homescan Panel L52 WE 4.22.2023, Nielsen AOD Scan Data Total xAOC YTD WE 4.22.23

**Kellanova**  
Away From Home