

Consumer Snacking is on the Rise

2.7
SNACKS
PER DAY

ON AVERAGE,
CONSUMERS ARE SNACKING
2.7 TIMES PER DAY

with an uptick in 5+ snacks per day
(up 3 points vs. 2016)¹



A little love
when it's needed.



Industry Leader of the Pack



Rice Krispies Treats®
Original Big Bar is the

**#1 BAR WITH OVER
\$25MM IN SALES¹**
over the past 52 weeks

**97.1% ACV REACH
IN C-STORE¹**

**RICE KRISPIES TREATS®
BIG BAR ORIGINAL TURNS
45% FASTER**

than the next leading competitive
bar in the treat bar space²

#1

**#1 SELLING PORTABLE
WHOLESOME SNACK
IN CONVENIENCE⁴**

**RICE KRISPIES TREATS®
BIG BAR ORIGINAL IS
57% MORE VALUABLE**
per point of distribution than
the next leading competitor
in the treat bar space²

\$



C-Store Snacking Growth

2X

Rice Krispies Treats®
is nearly
**2x as large as the
next treat bar brand²**



**Over 50%
of C-Stores
are carrying
Dunk'd innovation²**



RICE KRISPIES TREATS®

Treat yourself.

For more information please visit www.KellanovaAwayFromHome.com

¹ Nielsen Discover, Total US Conv, Latest 52 Weeks w/e 8.26.23

² Nielsen Connect, Total US Conv, Latest 26 Weeks w/e 8.12.23

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