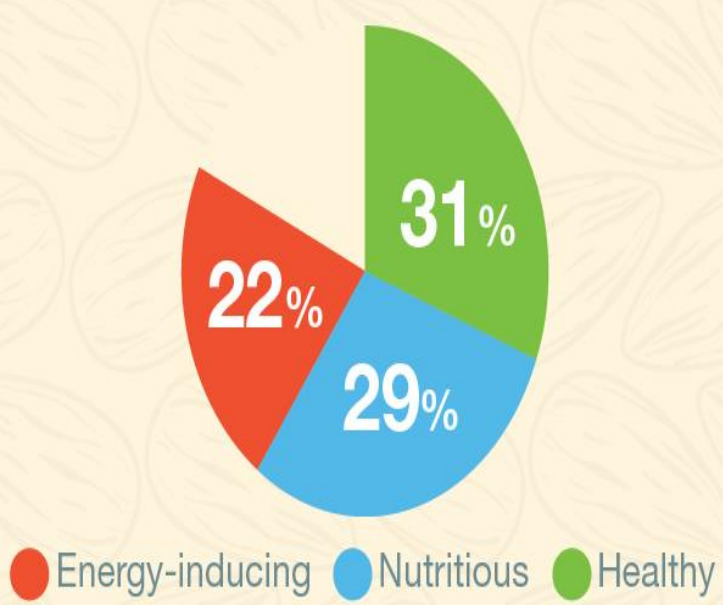




# HEALTHY AND CRUNCHY: THE BEST SNACK CHOICE

IF IT IS TASTY, IT HAD BETTER BE HEALTHY TOO!

## WHAT INDIANS WANT FROM THEIR SNACK

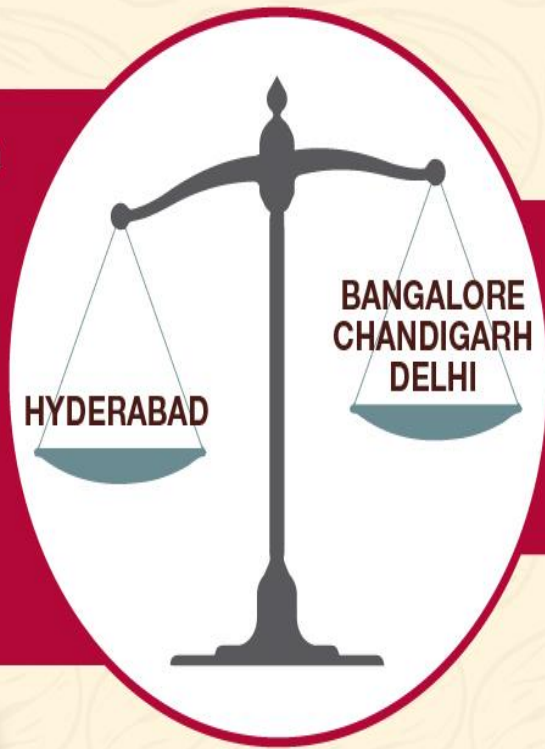


When it comes to snacking, young affluent adults want it all: taste, texture and health.

Delhi, Chandigarh, Bangalore lean towards fun more than health when snacking! Watch out for your waists, guys!

Hyderabad is super health conscious at

# 72%



## TOP THREE POPULAR SNACKS

Along with fruits and biscuits, almonds are amongst the three most popular snacking options that people prefer between meals and when hunger strikes.



# 65%



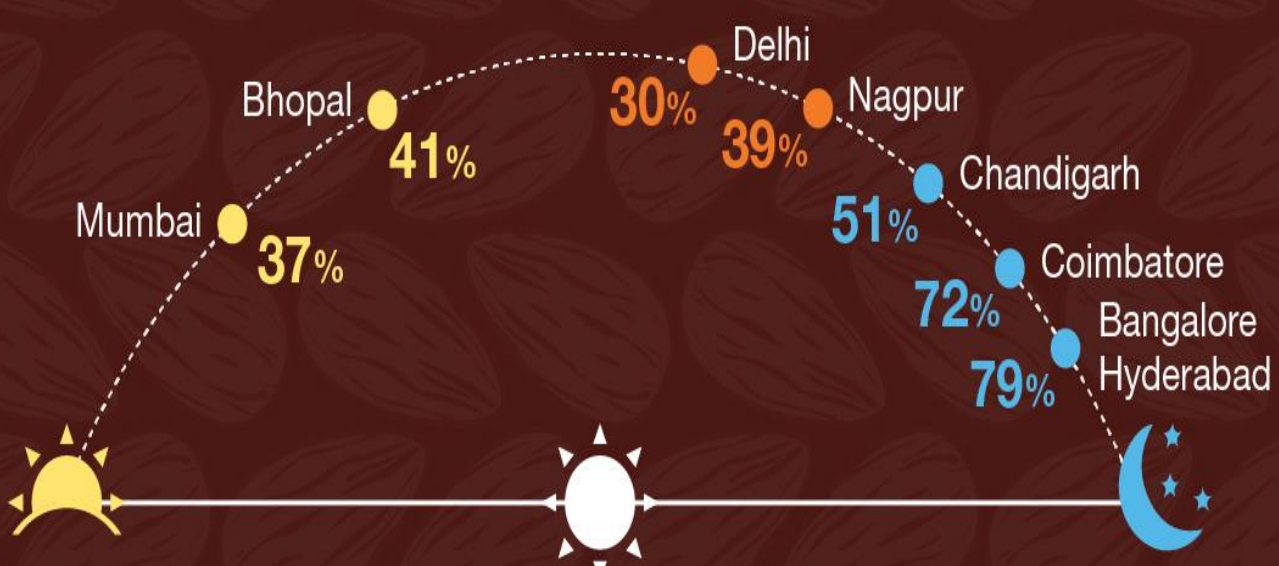
# 63%



# 47%

## YOUNG ADULTS GET SNACKING WHEN THE SUN GOES DOWN

Young adults tend to prefer snacking during evenings to beat the exhaustion after a long hectic day.



## A SNACK FOR EVERY HAPPY OCCASION

**97%** of young, affluent and urban adults prefer to snack on almonds while celebrating or when just happy.



## SNACKING IS OUR BIRTH RIGHT AND WE SHALL HAVE IT!

Regular snacking is popular for over

# 80%

 of young Indians.

Snacking: **92%** Mumbai **86%** Chandigarh **85%** Coimbatore **82%** Bhopal

## ALMONDS FOR ALL OCCASIONS.

**46%**  
Socializing



**31%**  
Morning time



**16%**  
Post workout

**43%**  
Alone at home



**11%**  
After a long tiring day

**19%**  
Commuting /  
Traveling to work



A Handful (30g / 23 Almonds) of Almonds During the Day is a Healthy Choice. The survey by Ipsos identifies snacking preferences of urban affluent young adults. A total of 3037 affluent urban men and women between 18-35 years were interviewed across Delhi, Mumbai, Bangalore, Hyderabad, Chandigarh, Nagpur, Bhopal and Coimbatore.