


Something To Munch On: Snack Industry Insights

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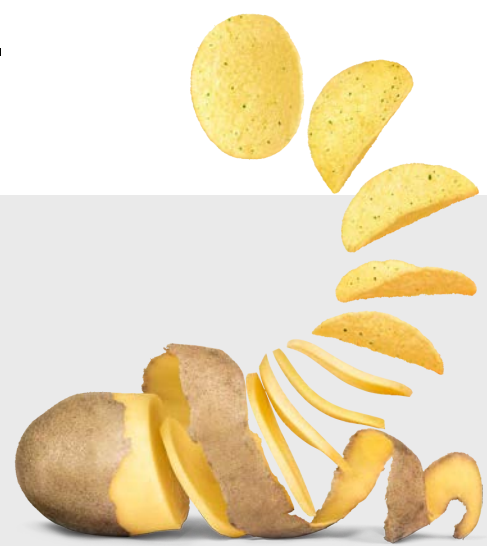
Have a nibble on these numbers and survey findings for a better understanding of the snack industry, now and in the future.

75%

of snack manufacturers are **using technology to automate tasks** to mitigate labour shortages



Outdated legacy systems are the toughest internal challenge for snack businesses



Generating more value from existing customers is the most popular strategy for meeting short-term goals among snack companies

69%

of snack operations are **improving demand forecasting capabilities** to be better prepared for supply chain disruptions



Risk mitigation is the top motivation for **migrating to the cloud** among snack manufacturers

85%

of snack brands make at least a **significant effort to be sustainable**

Want to Learn More?

Discover **why lean production is the key ingredient for scaling your food and beverage business**, especially in uncertain economic conditions.

Read up on **six best practices in trade promotions for snack brands** to build better relationships with your customers and visibility in the market.

Explore the ways technology can help your brand **boost customer experience with uncompromising food quality assurance**.

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All statistics in this asset are from an original research survey conducted by Aptean and B2B International in Q3 2023.