


Something To Munch On: Snack Industry Insights

 **aptean** Ready for What's Next, Now[®]



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

67%

of snack manufacturers consider technology critical for **acquiring new customers**



Improving efficiency and mitigating risk are the top motivations for sustainability for snack brands



Inflation and increased material prices are the most concerning external pressures for snack businesses

67%

of snack operations **automate production process management**



Shifting from a supply-driven approach to a demand-driven approach is a major priority for snack manufacturers

71%

of snack companies are **reskilling and upskilling current staff** to mitigate the labor shortage

Want to Learn More?

Discover [why lean production is the key ingredient for scaling your food and beverage business.](#)

Read up on [six best practices in trade promotions for snack brands](#) to build better relationships with your customers.

Explore how technology can help your brand [boost customer experience with uncompromising food quality assurance.](#)