Trend Snapshot

# Sweet Snacking



## Snackified Desserts

Dessert flavors are moving beyond the plate and into snackable, portionable formats designed for everyday indulgence. Sweet snacking brands are reimagining classic desserts into portable bites to deliver comfort and satisfaction without the commitment of a full dessert.




Muddy Bites Coconut Caramel Waffle Cone Snacks

Crispy waffle cone pieces filled with coconut caramel and chocolate in a bite-sized format.

2025, US | Innova

Favorite Day Cookies & Cream Cookie Dough Bites




Soft cookie dough bites featuring cookies and cream flavor.

2025, US | Innova




Market Bakery Yuzu Lemon Cream Cake Jar

Layered cake jar combining bright yuzu lemon cream with a soft cake and creamy filling.

2025, US | Innova

## Swalty Crossovers

Sweet snacking continues to blur the lines between sweet and savory as brands combine familiar snack bases with indulgent flavor twists. By layering sweetness onto traditionally savory formats, these crossovers keep everyday snacking feeling playful and unexpected.




Goldfish Snoopy Peppermint Cocoa Baked Graham Snacks

Sweet graham snacks flavored with peppermint cocoa, delivering a sweet and savory profile.

2025, US | Innova

SkinnyDipped Maple Kiss Almonds




Crunchy roasted almonds coated in a thin maple-sweet yogurt coating.

2025, US | Innova




Clancy's Salted Caramel Covered Pretzels

Classic pretzels enrobed in salted caramel coating, balancing crisp texture with sweet richness.

2025, US | Innova

## Fruit-Forward Indulgence

Fruit plays a leading role in sweet snacking as brands blend real fruit flavors with indulgent textures and coatings. From juicy-filled formats to freeze-dried and chocolate-covered bites, fruit-forward snacks deliver freshness and visual appeal within familiar sweet snack forms.




Welch's Juicefuls Fusion Juicy Filled Fruit Snacks

Soft fruit snacks feature a dual-layer format with a juicy center. combining watermelon and lemon, peach and green apple, and blueberry and raspberry flavors.

2025, US | Innova

Tru Fru Freeze Dried Strawberries Plus Cream




Freeze-dried strawberries coated in a cream layer, creating a crispy and airy texture concentrated with fruit flavor.

2026, US | Innova




Patience Sour Cran Watermelon Dried Cranberries

Sour dried cranberries are infused with watermelon flavor, delivering a chewy texture with sweet-tart contrast.

2025, US | Innova

## Functional Meets Indulgent

Sweet snacking is increasingly blending indulgent flavors with functional cues, as brands layer perceived benefits like protein, probiotics, and portion-control into sweet formats. These snacks deliver flavor first while incorporating better-for-you attributes.




Nature's Garden Probiotic Strawberry Yoggies

Creamy, yogurt-coated strawberry bites made with real fruit and added probiotics.

2025, US | Mintel

Elavi Peanut Butter Chocolate Protein Brownie




A soft brownie combining rich chocolate and peanut butter flavors, formulated with added protein in a single-serve pouch.

2025, US | Mintel




Drizzilicious S'mores Bites Mini Rice Cakes

Crispy mini rice cakes drizzled with chocolate and marshmallow flavors.

2025, US | Mintel

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Tackling your next taste challenge? We're here for you.

Contact us or click to request a FREE flavor sample.

By the Numbers

# Sweet Snacking



## Category Snapshot

Sweet snacking sits at the intersection  of bakery and confections -and extends beyond them- capturing the growing "little treat" culture where consumers seek snackable, portionable sweet experiences throughout the day. As sweet consumption shifts toward everyday snack occasions, brands are innovating in formats that blur category lines, delivering indulgent flavor alongside cues such as protein, fruit, and probiotics to fit modern, on-the-go routines.

## Consumer Preferences

**60%**

of U.S. consumers say they enjoy sweet treats as part of their everyday routine.

Mintel, Snacking Occasions in the US, 2026

**57%**

of U.S. consumers say they snack to treat themselves or improve their mood.

Mintel, Snacking Occasions in the US, 2026

**+38%**

of U.S. consumers say protein is an important attribute when choosing snacks.

Innova Market Insights, US, 2025

## Flavor Ideas

### Snackified Desserts

Classic desserts reimagined into snackable, portionable, everyday treats.

Key Lime Cheesecake | Brown Butter Sugar Cookie
Tiramisu | Toasted Vanilla Custard

### Fruit-Forward Bites

Juicy fruit flavors turn snacks into bright, feel-good bites.

Strawberry Shortcake | Watermelon Lime
Peach Mango Cream | Sour Raspberry Lemon

### Swalty Crossovers

Sweet meets salty for a craveable contrast and bold snacking energy.

Honey Butter Sea Salt  | Dark Chocolate Pretzel
Maple Bacon Sugar  | White Chocolate Macadamia

### Functional Meets Indulgent

Permissible indulgence with functional cues and better-for-you flavors.

Peanut Butter Chocolate Chip | Vanilla Almond Yogurt
Banana Oat Cocoa | Cinnamon Honey

## Request a Sample

Our team continuously tracks emerging flavors, formats, and consumer signals to help you stay ahead in sweet snacking. Whether you're refining a classic or building something new, we're here to collaborate, customize, and deliver flavor solutions that work for you.

Contact us or click to request a FREE flavor sample.

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