New National Trends in Snack Sales

CHART 1: <https://datawrapper.dwcdn.net/Rzpkx/1/>

CHART 2: <https://datawrapper.dwcdn.net/ANNcB/1/>

Recently-released data from business across four of the most populated and well-visited U.S. cities reveals surprising new trends in snack consumption.

Between the bustling cities of Boston, Los Angeles, New York and San Diego, local businesses made over 244 million individual snack sales over the course of the year 2020, according to the new data. Research analysts found over half of these sales were made on the East Coast — 150 million individual transactions, making up to 61% of the nation’s total snack sales.

Among the East Coast cities of Boston and New York, the sale of cookies and snack bars alone added up to 95 million purchases. This finding is made even more surprising by the fact that the average national unit prices of bars and cookies are over double the prices of crackers and snacks, the other two categories analyzed.

Interestingly enough, the data also shows that the sale of whole wheat crackers beat out potato chips on the East Coast by a margin of 4 million purchases. As the COVID-19 pandemic wears on and many across the nation are struggling to find new ways to stay healthy, this new trend may suggest an increase in snack-consciousness across the nation.