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Food Sales Data Visualization

February 5, 2022

Chart, line chart

Description automatically generated

A data sampling of four major U.S. cities shows that since the start of 2020, some city populations are consuming fewer crackers, snacks, and bars, while simultaneously consuming more cookies. The data shows that consumers in Boston, Los Angeles, New York, and San Diego have historically purchased cookies at a higher rate than crackers, snacks, and bars, and in the past two years, the disparity in consumption has only increased as cookie purchases climb. Crackers rank lowest as the snack food bought in the smallest numbers to begin with, with decreasing purchases over the past 24 months. Purchases of bars fell significantly since the start of 2020, dropping by almost 1,000 purchases between during the time of data collection.

Data also shows that consumers in Boston spent almost double what their counterparts in New York, Los Angeles and San Diego spent on crackers, snacks, bars, and cookies since the beginning of 2020. Shoppers in San Diego spent the least amount of money on snack food items in the past two years, with a total of just over $4,000 spent. Boston shoppers dwarfed San Diego in their consumption, spending almost three times on snack food items as consumers in Boston.

Chart, bar chart

Description automatically generated