

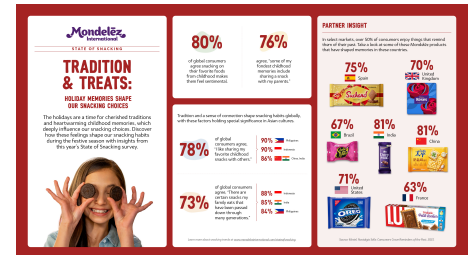


Mondelēz International State of Snacking Survey: Holiday Memories Help Shape Our Snacking Choices

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- Many consumers link snacking to some of their most treasured childhood experiences.
- Snacking habits often become deeply ingrained in family traditions and are passed down through generations.
- The strong prevalence of sharing snacks in Asian cultures suggests a heightened value placed on communal experiences and honoring heritage.

Holiday Memories Shape Our Snacking Choices



Tradition and a sense of connection help shape snacking habits globally, particularly during the festive season.

CHICAGO, Oct. 16, 2025 (GLOBE NEWSWIRE) -- As the holiday season approaches, cherished traditions and heartwarming childhood memories deeply influence our snacking choices, according to findings from the sixth annual *State of Snacking™* report published by Mondelēz International, Inc. (Nasdaq: MDLZ).

Developed in partnership with The Harris Poll, the *State of Snacking* survey tracks snacking behaviors among thousands of consumers across 12 countries. Recent survey findings show tradition and a sense of connection shape snacking habits globally, with these factors holding special significance in Asian cultures – from Mid-Autumn Festival to Diwali, snacks have become integral to cultural celebrations.

- **Connected by Snacks:** 76% agree, “Some of my fondest childhood memories include sharing a snack with my parents.”
- **Sharing the Tradition:** 78% of global consumers enjoy sharing their favorite childhood snacks with others. This is especially prevalent in the Philippines (90%), Indonesia (90%), China (86%) and India (86%).
- **Snacks Span Generations:** 73% of global consumers agree that there are certain snacks their family eats that have been passed down through many generations. This resonates strongly in Indonesia (88%), India (85%), and the Philippines (84%).

“Snacking is about more than satisfying a craving – it’s about tapping into cherished memories and forging deeper connections, particularly during the holiday season,” said Melissa Davies, Senior Manager, Global Insights & Trendspotting at Mondelēz International. “Whether it’s recreating childhood memories or establishing new rituals, snacks play a central role in celebrating the holidays and strengthening bonds.”

Mondelēz International continues to offer a range of products that have been part of family traditions for generations. Additional findings from the *State of Snacking* report are available for download at www.mondelezinternational.com/stateofsnacking/.

About Mondelēz International

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2024 net revenues of approximately \$36.4 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *Oreo*, *Ritz*, *LU*, *Clif Bar* and *Tate’s Bake Shop* biscuits and baked snacks, as well as *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate. Mondelēz International is a proud member of the Dow Jones Best-in-Class North America and World Indices, formerly Dow Jones Sustainability Indices. Visit www.mondelezinternational.com or follow the company on X at x.com/MDLZ.

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