Foodie Brits Will Spend An Average Of 113 Days Of Their Lives Just SNACKING, New Figures Show, Rising To A Staggering 2.5 Years For One In Ten Adults

Thursday 20 March, 2014

Foodie Brits will spend an average of 113 days of their lives just SNACKING, new figures show, rising to a staggering 2.5 years for one in ten adults.

From sweet treats like chocolate and biscuits to healthier options like fruit and seeds, research shows we really are a nation of snack addicts. The study by online food marketplace Yumbles?.com also paints a revealing picture of the country's munching habits.

For instance, men snack more often and have less healthy tastes, Geordies are most likely to treat themselves in the middle of the night and those in the north west are, perhaps surprisingly, the biggest fruit eaters.

Quick bites are the most popular in the afternoons and evenings with nearly three in ten (27 per cent) snack between 1-5pm and a further 23 per cent are most likely to tuck in between 5-9pm.

Men are the most frequent snackers with eight per cent snacking six times a day or more compared to half as many (4 per cent) of women, said the survey of 1,000 adults by Yumbles.

One in three (34 per cent) of those in the north west say fruit is their most common choice of treat - the highest of any region. This compares, for example, to just 15 per cent of those in the south west who are the nation's chocoholics with 30 per cent naming the sweet treat as their favourite snack, the highest figure in Britain.

Other figures show that nibblers in the north east are nuts about nuts and most likely to have a snack around 5am and those in East Anglia are the biggest serial eaters of cereal! It takes, on average, around three minutes to eat a snack leading to a lifetime total of 113 days spent on dipping into treats between meals.

But for 10 per cent who eat more often, and for longer, it adds up to a staggering 910 days of their lives spent snacking.

Yumbles founder Simos Kitiris said: "Snacking is as much a part of our day as getting up or getting dressed.

"We're lucky to now have plenty of delicious snacks that are also packed with all the right nutrients our bodies need. Most people are now embracing the idea that snacking during active times of the day means maintaining the right energy levels and also helps with weight control."

- Ends -

Editors' Notes:

1000 adults in the UK were surveyed in March 2014

About Yumbles:

Yumbles (Yumbles.com) is an online food marketplace connecting food lovers with the UK's best independent food and drink producers. The company was founded by husband and wife team Simos Kitiris and Katie Kitiri. Formerly from various top online marketplaces and technology businesses, they are combining their passion (borderline obsession) for great food with their professional expertise to bring a new and exciting way to buy independent, original foods and learn what to do with them.?

Related Sectors:

Business & Finance :: Food & Drink ::

Related Keywords:

Food :: Sweets ::

Scan Me:

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk