

That's it. Unveils Annual Snacking Survey Trends: Sets Out to Deliver 1/4 Billion Fruit Servings in 2025

Survey findings reveal a focus on increasing fruits and vegetables, reducing added sugar intake and avoiding ultra-processed foods.

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As the new year inspires healthier habits, That's it., maker of the number

one fruit bar in America, has released the top three trends from its 2nd annual snacking survey, which was comprised of 175 registered dietitians (RDs) from its [NutritionFAM](#) program and 1,000 U.S. consumers.



“

Our mission has always been to make real fruit convenient and accessible for all ages. This has been our north star since the company started in 2012 and remains our primary focus.”

*Katie Eshuys, President of
That's it.*

The top trend for the second year in a row is increasing fruit and vegetable consumption, according to 94% of NutritionFAM and 64% of consumers. This comes as no surprise, considering only 1 in 10 U.S. adults currently meet their recommended daily servings of fruit. Closely following is the push to reduce added sugars, with over 70% of U.S. foods containing added sugars. Another emerging priority is avoiding ultra-processed foods, which often hide ingredients with confusing names like “natural flavors” and artificial colors. For example, Red Dye No. 3—a petroleum-based dye linked to multiple health concerns—has been banned in U.S. cosmetics since 1990

but remains widely permitted in snacks, juices, and baby food. A more detailed report, including the full list of trends, will be released in March to kick off National Nutrition Month.

In 2024, That's it. delivered over 200 million fruit servings and introduced several new products, including a line of organic energy bars made with caffeine sourced from premium coffee and a customized K-12 offering featuring Fruit Crunchables, a real fruit snack made with just 1-2 ingredients and no added sugars, juices, concentrates, or purees.

"Our mission has always been to make real fruit convenient and accessible for all ages," says Katie Eshuys, President of That's it. "This has been our north star since the company started in 2012 and remains our primary focus."

Looking ahead, That's it. aims to deliver 1/4 billion fruit servings in 2025 and has an impressive lineup of innovations slated for the first half of the year. Consumers can anticipate exciting new products, expanded distribution channels, and strategic brand collaborations, all designed to make healthy snacking more accessible and enjoyable.

About That's it.

Since 2012, That's it. has been innovating the natural foods category in the United States with its portfolio of simple and nutritious snacks made from real, whole foods. All That's it. products transparently contain six real ingredients or less, made without using natural or artificial flavors, sugar alcohols, or artificial colors. Its flagship Fruit Bars, now the #1 fruit bar in America, contain only two ingredients: fruit + fruit. You can find That's it. nationwide at your local Starbucks, onboard United Airlines and at major retailers such as: Costco, Walmart, Target, Whole Foods, Publix, Kroger, 7Eleven, and online at Amazon and the That's it. website.

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That's it. SNACKING SURVEY & TRENDS
EXPERT PERSPECTIVES + CONSUMER TRENDS + RECENT DATA FROM TRUSTED SOURCES

The Epidemic of Food Waste & Declining Fruit Intake

1 IN 10 ADULTS get their daily servings of fruit.

40,000,000 tons of food is wasted in the U.S. each year.

\$1,600 of food is wasted annually per household. That's enough to pay for an entire month of groceries for a family of four.

NUTRITION FAM
FOOD AS MEDICINE

"I feel that a lot of chronic health issues, such as constipation and difficulty with weight maintenance, can be reduced by generally consuming more fruits and vegetables."
Rebeca Roberts, RD

"Veggies and fruits are nutrition superstars! Packed with nutrition and low in calories, most of our micronutrients are found here as well as feeding the gut for optimal microbiome."
Shawn Idell, RDN, RD

#1 SNACKING SURVEY TREND | **Consume More Fruits & Vegetables**
According to 94% NutritionFam/64% Consumers

For 13 years, That's it.® has been providing a shelf-stable way to enjoy 100% real fruit servings.

150 MILLION (2023) | **200 MILLION** (2024) | **1/4 BILLION** (2025 Goal)
Fruit Servings Delivered

Contact: info@thatsitfruit.com
Sources: Global Food and Vegetable Trade Projections - United States, 2019 - 2024; Food Waste in America, 2024; Statistics & Facts, LTD.
Survey conducted: October 2024 with 1,000 Consumers by Survey 360 Research. Professional by Topmate.

#1 Trend: Consume More Fruits & Vegetables

That's it. SNACKING SURVEY & TRENDS
EXPERT PERSPECTIVES + CONSUMER TRENDS + RECENT DATA FROM TRUSTED SOURCES

The Escalating Impact of Added Sugar

MORE THAN 70% of packaged foods in the U.S. contain added sugars.

American Heart Association recommends less than **25g PER DAY**

Average American consumes **71g PER DAY**

NUTRITION FAM
FOOD AS MEDICINE

"Particularly problematic is that people accept a life of added sugars for their children, training young tongues to prefer overly sweet stuff from early childhood. Decreasing one's preference for sweetness at that point takes strong effort and consistent awareness. Avoiding the problem is so much better than trying to fix it after the damage has been done."
Terri Chapman, MS, RDN, LDN

"Added sugars are being shown to be the most harmful to health in terms of obesity, heart disease, and diabetes. So many foods have added sugars and without reading labels, many people are not aware of them."
Robin Brown, MBA, RD, LDN

#2 SNACKING SURVEY TREND | **Reduce Added Sugars & Sugar Alcohols**
According to 70% NutritionFam/46% Consumers

For 13 years, That's it.® has been providing real, whole fruit servings with no added sugars, juices, purées or concentrates.

150 MILLION (2023) | **200 MILLION** (2024) | **1/4 BILLION** (2025 Goal)
Fruit Servings Delivered

Contact: info@thatsitfruit.com
Sources: What Happens to Your Body if You Eat Too Much Sugar? - The New York Times; Food & Nutrition 2025: Expect Trends, and Consequences.
Survey conducted: October 2024 with 1,000 Consumers by Survey 360 Research. Professional by Topmate.

#2 Trend: Reduce Added Sugars

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