

Trends redefining the global Nutrition Bar Market



3.8%



Rapid growth rate of the snacking category (2019-2024)¹



of all snack launches in the US over the past 5 years have been dominated by bars.⁵



\$3.9bn

estimated value of protein bar sales in the US (2019).²

Market trends

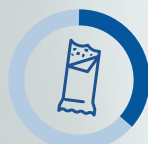


1

Quality of protein remains important



71% pay attention to the amount of protein present in bars.⁶



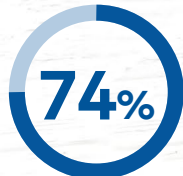
1 in 3 US bar eater mentioned "Source of protein" as a key driver of bar choice.⁷



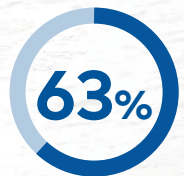
67% consider the pure, natural and complete benefits of whey protein isolate compared to plant and nut protein.⁴

2

Taste and texture are key



say good taste is important when choosing bars.³



are concerned about the texture of high protein snacks.³



3

Complementing protein generates additional appeal



43% purchase bars based on sugar content. This is now the 2nd most important purchase driver.⁷



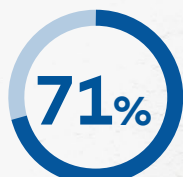
36% say that fibre amount is an important purchase consideration when choosing snack bars.⁸



58% associate "high in probiotics" claims with healthy snacks.⁸

4

Naturalness of ingredients is highly preferable



pay attention to the use of additives.⁴



pay attention to non-GMO claims.⁴



References:

1. Euromonitor: Market Size - North America Snacking, March 2020
2. Euromonitor: US Bar Snack Sales, 2005 to 2024
3. Mintel: Snack, Nutrition and Performance Bars, US, April 2018
4. FMCG Gurus: Active Nutrition Survey, Q3 2019
5. Mintel: Better for you snacking, US, December 2019
6. Mintel: Snack, Nutrition and Performance Bars, US, February 2019
7. Mintel: Snack, Nutrition and Performance Bars, US, February 2020
8. Mintel: The Future of Snack Bars 2020