

Snack, Nutrition and Protein Bars - US - March 2015

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“Consumers want healthy options. When asked to create their ideal bar, 65% of respondents built a bar they categorized as healthy (compared to 28% who built an indulgent bar).”

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- Do consumers see products in the category as healthy?
- What will keep consumers reaching for bars over another option?
- How interested are consumers in function?

Sales of snack, nutrition, and protein bars grew by almost a third from 2009-14, reaching just over \$6 billion. A growing array of snack options from both food and drink categories compete for attention. Mintel predicts steady, but slowed growth through 2019, with the category reaching \$6.8 billion. Category players must boost the perception of health, efficacy, and good taste, and continue to promote the bars' convenience and portability. The promotion of functional claims and utilization of whole ingredients will meet consumer demand and help stave off competition.

This report builds on the analysis in Mintel's Snack and Nutrition Bars—US, March 2014; Mintel's Cereal Bars and Snack Bars—US, March 2013, as well as the March 2012 and March 2010 reports of the same title; and Cereal Bars—US, November 2008, as well as the December 2007, September 2006, and September 2005 reports of the same title.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Food Institute (FI)

Food Marketing Institute (FMI)

Grocery Manufacturers Association (GMA)

National Association of Convenience Stores (NACS)

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Natural Products Association (NPA)

Organic Trade Association (OTA)

Private Label Manufacturers Association (PLMA)

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