

Snack, Nutrition and Performance Bars - US - May 2016

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"Dollar sales of snack, nutrition, and performance bars grew in 2015, continuing the steady, though lackluster, pace seen over the past few years. Products in the category appeal to both the health and snack interests of consumers. Competition from other categories challenges stronger growth. Bars may take a backseat as snack options abound, along with food/drinks claiming functional benefits."
-Beth Bloom, Senior Food & Drink Analyst

This report looks at the following areas:

- Bar sales grow by 26% from 2010-15
- 57% of consumers purchase bars, snack bars rule
- Bars compete with growing array of snack options

For the purposes of this Report, snack, nutrition, and performance bars are covered as per the following definitions:

- Snack bars: Cereal and snack bars, such as Nutri-Grain; and granola bars, such as Nature Valley.
- Nutrition bars: Health/nutrition bars, including food bars that contain additional nutrients, such as fiber, protein (nonathletic), calcium, etc; also includes bars positioned as meal replacements (nonweight loss). Includes Balance, Quest, and others.
- Performance bars: Athletic bars used for fuel during athletic endeavors or to enhance physical fitness or exercise, such as PowerBar; includes performance-focused protein bars.
- Weight loss bars: Bars meant for diet and weight loss/weight management, such as Slim-Fast and Zone bars.

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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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