

Snack, Nutrition and Performance Bars - US - April 2018

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Dollar sales of snack, nutrition, and performance bars saw steady year-over-year growth from 2012-17 (+20% overall). 2017 represents a slight slowdown, with an estimated 2.6% increase over 2016 (0.1% when adjusted for inflation).

While consumer interest in snacking, protein, and functional foods positively impacts the category, a growing array of snack options, some of which promise functional deliverables, with cleaner formulations, challenges bars.

This report looks at the following areas:

This slower pace of growth is expected to continue in the near future. While product innovation is on track, category players will need to emphasize bar strengths (eg convenience, indulgence) and address challenges (eg high sugar content).

- Dollar sales of bars grow 20% from 2012-17, slower growth projected through 2022
- Future growth projected to slow in most segments
- A third of adults think bars are too high in sugar

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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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