

## Snack, Nutrition and Performance Bars - US - February 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19."  
- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Bar sales continue to grow, but slowly
- One third of bar eaters have increased bar consumption in the past year
- Bar buyers are flavor loyalists

However, the pace of growth has slowed as snack competition heats up. The bars category will do well to promote its offerings as prime snack options and, at the same time, take advantage of its association with other occasions, including meal replacement and exercise. Differentiation, both from competitors outside and within the category, will be required for future growth.

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Continued strong growth of Quest leads to acquisition

Convenience plays a strong role in purchase intent

Two brands reverse the tide for the weight loss segment, for now

## Company and Brand Sales of Snack, Nutrition and Performance Bars

General Mills loses share, still holds onto 22% of category sales

Quest's continued strong growth leads to acquisition

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Coffee bars offer a morning boost

Rooted in plants

Ancient grains make everything old new again

Mini bars boost convenience, shrink the sugar

Seasonality may help boost perception of freshness, encourage trial

Mainstream brands give kids bars of their very own

### The Consumer – What You Need to Know

Snack bars continue to lead bar consumption

One third of bar eaters have increased bar consumption in the past year

The majority of bar eaters do so as a snack, but competition is stiff

Bar buyers are flavor loyalists

Sugar amount edges out price as an attribute of interest

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In their words: Portability and convenience drive snack bar consumption

In their words: Snack bar eaters prioritize taste/flavor and ingredients

In their words: Snack bar consumers keep an eye on sugar, but won't sacrifice taste

In their words: Nutrition bar eaters keep their eyes on sugar content

In their words: Performance bar buyers want natural ingredients

Women are generally more ingredient conscious

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One third of bar eaters have increased bar consumption in the past year

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Consumer qualitative research

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