

Cereal Bars - UK - February 2010

Report Price: £1500 / \$3000 / €2250



What is this report about?

Estimated to have reached £324 million in 2009, the cereal bar market grew by 4% against 2008 and by 41% since 2004.

The sector has continued to benefit from the long-running interest in healthy eating and the rise in snacking over the period. However, as a discretionary spending area it has come under pressure in the recession, also facing rising costs.

Brand activity has been a key driver for the sector over the period, both in terms of investment in marketing from established brands like Kellogg's, and in new brands from other sectors expanding into cereal bars and introducing new consumers to it.

What have we found out?

- Simply toning down the sweetness in cereal bars could win over 3.6 m adults who shun the bars for being too sweet.
- Bigger is better. Larger cereal bars have the potential to attract over four million adults. This group doesn't eat cereal bars as they prefer something more substantial.
- Sharper price credentials could win over up to 13m current users who do not see cereal bars as offering value for money.
- High fibre cereal bars could appeal to more than 12m over-55-year-olds, who are trying to include plenty of fibre in their diet. This is a particularly lucrative group, as just one in three over-55-year-olds currently eat cereal bars.
- Sampling can be key to shaking non-users from their apathy. Just 13% of non-users see the bars as satisfying, while only 14% say they are unsatisfying, appearing to signal lack of experience and contact with the bars, rather than negative ones.
- Cereal bars pitched as more exciting and filling could tap into a pool of 5.5m 15-24-year-olds who eat snacks between meals. Just 2.6m of them currently eat cereal bars, being the most likely age group to see the bars as boring and unsatisfying.

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