

Cereal, Energy and Snack Bars - UK - February 2012

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"Cereal bars are one of many markets which are perhaps failing to fully leverage this value-added angle. Satiety, energy and all-natural ingredients provide three of the potentially most lucrative attributes which resonate with cereal bar users."

– Chris Wisson, Senior Food Analyst

In this report we answer the key questions:

- What are the key barriers to uptake of cereal bars?
- Should cereal bars adopt a 'back to basics' approach?
- How can the market halt the outflow of users?
- How can new formats of cereal bars drive growth?
- What levers can cereal bars use to add value?

Definition

This report examines the UK retail market for cereal, energy and snack bars. The market size includes sales through all retail channels including direct to consumer. Mintel defines the market as comprising packaged snack bar products, including the following segments:

Fruit bars

Nut/Seed bars

Cereal/Granola bars

Others – include energy/exercise products, rice bars and any other types which do not fit into the three segments above. Examples include Maximuscle's Promax Meal and Belvita's breakfast biscuits.

The report excludes chocolate and sugar confectionery, other sweet biscuits, cookies and crackers, cakes and cake bars and loose nuts/snacks. It also excludes sales via foodservice establishments or catering, however references and comparisons to these sectors may be made where relevant.

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