

Cereal, Energy and Snack Bars - UK - March 2013

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"Despite high promotional activity, the market continues to struggle with a weak value perception. Marketing initiatives that focus around the quality and nutritional benefits of the bars may therefore offer the most potential for operators to enhance the category's value image."

– Heidi Lanschützer, Food Analyst

In this report we answer the key questions:

- What can manufacturers do to increase usage among the over-55s?
- What key issues should the market address to encourage uptake of cereal bars among current non-users?
- How can brands utilise the bars' healthy image more effectively?
- What inspiration can brands take from other markets to tap into the high interest in new types of bars?

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.

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.

Value figures throughout this report are at retail selling prices (rsp) unless stated otherwise. Market sizes at constant 2012 prices are devised using Mintel's food deflator.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market