

Snack and Nutrition Bars - US - March 2014

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“Even as snack and nutritional bars attempt to provide many attributes for a single product, brands have an opportunity to stand out from their competitors by maintaining focus on a singular use. Consumers know what they want and may be skeptical of brands that try to be too many things.”

– Marla Commons, Vice President of Research, Mintel Reports

This report looks at the following areas:

- Is the line blurring between segments hurting brand potential to stand out?
- Is occasion-specific marketing still a powerful message?
- How can cereal bars reverse the downward sales trend?
- How can marketers reach Hispanic moms?

The US snack and nutritional bar market is forecast to grow slowly in the coming years, as the top segment—cereal and snack bars—declines and the nutritional bar segment grows rapidly but not enough to speed up overall market sales. The market is driven by demand for healthy foods, which likely hurts sales of many cereal and snack bar brands, as many contain high levels of sugar, but spurs sales of nutritional bars, which are perceived as healthier than snack and cereal bars. The growing snacking trend is also driving sales, as consumers lead busier lives and look for food products that conveniently hold them over between or occasionally take the place of meals, or provide them with a minor indulgence.

This report focuses on how demographic factors play into sales and how the nutritional bar segment is outpacing growth in the cereal/snack bar segment. This report will also look into how the top companies in the market advertise and develop their product strategies. Lastly, this report will look into innovations in the market, including focus on all-natural, whole grain, gluten-free and indulgent product trends, while focusing on consumer buying behaviors.

This report builds on the analysis in Mintel's *Cereal Bars and Snack Bars—US, March 2013*, as well as the March 2012 and March 2010 reports of the same title, and *Cereal Bars—US, November 2008*, as well as the December 2007, September 2006, and September 2005 reports of the same title.

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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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Market Size and Forecast

Key points

Future growth will be driven by health considerations, more snacking

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