

Snack, Nutrition and Performance Bars - Canada - June 2017

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The snack bars have experienced growth. This is undoubtedly spurred on by snacking's growth and a heightened demand for flexible food options that can be eaten when and where people want.

Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Snacking's popularity supports cross-category competition
- Sugar inhibits snack bars' 'better-for-you' credentials
- Aging population can impede category growth

The snack bar category is at the forefront of food innovation. It is on-trend with its portability and easy-to-grab format, customization of flavours and incorporation of increasingly popular ingredients such as superfoods. According to Mintel Market Sizes, no other country eats more snack bars than Canada on a per capita basis. While there is long-term growth in the category, price and promotion continues to be a driver of sales as indicated by the increase in private label's share and consumer feedback. This underscores the need to innovate to consumer demand with respect to claims, flavours and formats. This Report addresses what Canadian consumers are looking for, based on consumer input and through showing product examples found in Canada and abroad.

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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

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