

Snack, Nutrition and Performance Bars - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The snack, nutrition and performance bars category has turned in solid performance in recent years as consumers have grown more interested in healthier, more nutrient-dense snack foods. Opportunities exist for brands that explore new flavors and textures and that emphasize natural and unprocessed ingredients."

John Owen, Senior Analyst, Food & Drink

This report looks at the following areas:

- Solid growth for category well-aligned with broader trends
- Wide purchase but room for more
- Health factors important, but flavor is essential

Definition

For the purposes of this Report, snack, nutrition, and performance bars are covered as per the following definitions:

- **Snack bars:**
Cereal and snack bars, such as Nutri-Grain, and granola bars, such as Nature Valley
- **Nutrition bars:**
Health/nutrition bars, including food bars that contain additional nutrients, such as fiber, protein (nonathletic), calcium, etc, includes bars positioned as meal replacements (nonweight loss). Includes Balance, Quest, and others
- **Performance bars:**
Athletic bars used for fuel during athletic endeavors or to enhance physical fitness or exercise, such as PowerBar; includes performance-focused protein bars
- **Weight loss bars:**
Bars meant for diet and weight loss/weight management, such as Slim-Fast and Zone bars

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Snack, Nutrition and Performance Bars - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Solid growth for category well-aligned with broader trends

Figure 1: Total US sales and forecast and fan chart of snack, nutrition and performance bars, at current prices, 2011-21

Wide purchase but room for more

Figure 2: Bar purchase, February 2017

Health factors important, but flavor is essential

Figure 3: Bar purchase factors, February 2017

The opportunities

Purchase factors differ by age

Figure 4: Bar purchase factors, by age, February 2017

A wider variety of uses for younger purchasers

Figure 5: Bar consumption occasions, by gender and age, February 2017

Strongest interest in bars made from whole foods

Figure 6: Bar innovation areas, February 2017

What it means

The Market – What You Need to Know

Solid growth for category well-aligned with broader trends

Snack bars outsell more specialized alternatives

Market Size and Forecast

Solid growth for category well-aligned with broader trends

Figure 7: Total US sales and forecast and fan chart of snack, nutrition and performance bars, at current prices, 2011-21

Figure 8: Total US sales and forecast of snack, nutrition and performance bars, at current prices, 2011-21

Market Breakdown

Snack bars outsell more specialized alternatives

Figure 9: Share of snack, nutrition, and performance bars, by segment, 2016

Performance bars drive growth, while weight loss bars fall behind

Figure 10: Sales of snack, nutrition and performance bars, by segment, 2011-16

Market Perspective

More categories and brands chase after snacking occasions.

Figure 11: New product launches containing the word "snack," 2010-17

Market Factors

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snack, Nutrition and Performance Bars - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Prevalence of snacking drives bar consumption

Figure 12: Snacking frequency, by demographics, March 2017

Young adults more demanding of snacks, look for energy and satiety

Figure 13: Snack attributes by occasion, Any occasion, by gender and age, March 2017,

Key Players – What You Need to Know

General Mills and Kellogg hold lead, but smaller competitors gain ground

CLIF BAR and KIND rise to major player status

Quest performance bars maintain momentum

Refrigerated bars take freshness to another level

Good fats offer bar brands opportunities for new shapes and textures

Company Sales of Snack, Nutrition, and Performance Bars

General Mills and Kellogg hold lead, but smaller competitors gain ground

“Other” brands a growing force

Sales of snack, nutrition, and performance bars by company

Figure 14: Company sales of snack, nutrition, and performance bars, rolling 52 weeks, 2015 and 2016

What’s Working?

CLIF BAR and KIND rise to major player status

LÄRABAR extends into new forms

Quest performance bars maintain momentum

What’s Struggling?

Weight loss brands shed sales

PowerBar goes for brand reset

What’s Next?

Refrigerated bars take freshness to another level

Good fats offer bar brands opportunities for new shapes and textures

The Consumer – What You Need to Know

Wide purchase but room for more

Bars purchased in a wide array of retail channels

Health factors important, but flavor is essential

Bars types defined by purpose, but actual usage tends to be broader

Snacking the most common of a wide range of uses

Strongest interest in bars made from whole foods

Bar Purchase

Wide purchase but room for more

Figure 15: Bar purchase, February 2017

Men more likely to purchase nutritional bars and performance bars

Figure 16: Bar purchase, by gender, February 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snack, Nutrition and Performance Bars - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Bar purchase rates higher among the younger adults

Figure 17: Bar purchase, by age, February 2017

Hispanics more likely to purchase specialized bars

Figure 18: Bar purchase, by Hispanic origin, February 2017

Purchase Locations

Bars purchased in a wide array of retail channels

Figure 19: Bar purchase locations, February 2017

Young adults more likely to purchase outside of supermarkets

Figure 20: Bar purchase locations, any purchase, by age, February 2017

Purchase Factors

Health factors important, but flavor is essential

Figure 21: Bar purchase factors, February 2017

Protein source and organic ingredients important to younger purchasers

Figure 22: Bar purchase factors, by age, February 2017

Reasons for Using Different Types of Bars

Methodology

Bars types defined by purpose, but actual usage tends to be broader

Figure 23: Correspondence Analysis – Reasons for using bars, February 2017

Figure 24: Reasons for using bars, February 2017

Consumption Occasions

Snacking the most common of a wide range of uses

Figure 25: Bar consumption occasions, February 2017

A wider variety of uses for younger purchasers

Figure 26: Bar consumption occasions, by gender and age, February 2017

Interest in Bar Innovations

Strongest interest in bars made from whole foods

Figure 27: Bar innovation areas, February 2017

Young male purchasers gravitate to protein concepts

Figure 28: Bar innovation areas, by gender and age, February 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Snack, Nutrition and Performance Bars - US - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Appendix – Market

Figure 29: Total US sales and forecast of snack, nutrition, and performance bars, at inflation-adjusted prices, 2011-21

Figure 30: Total US sales and forecast of snack bars, at current prices, 2011-21

Figure 31: Total US sales and forecast of nutrition bars, at current prices, 2011-21

Figure 32: Total US sales and forecast of weight loss bars, at current prices, 2011-21

Figure 33: Total US sales and forecast of performance bars, at current prices, 2011-21

Figure 34: Total US sales and forecast of snack, nutrition, and performance bars, by channel, at current prices, 2011-16

Appendix – Key Players

Figure 35: MULO sales of snack bars, by leading companies and brands, rolling 52 weeks, 2015 and 2016

Figure 36: MULO sales of nutrition bars, by leading companies and brands, rolling 52 weeks, 2015 and 2016

Figure 37: MULO sales of weight loss bars, by leading companies and brands, rolling 52 weeks, 2015 and 2016

Figure 38: MULO sales of performance bars, by leading companies and brands, rolling 52 weeks, 2015 and 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com