

Snack, Nutrition and Performance Bars - US - March 2021

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"The COVID-19 pandemic has driven consumers to increase at-home cooking and snacking. While this has benefited most snack categories, it undercut those options oriented towards meal replacement and eating on the go."

- Beth Bloom, Associate Director, US Food and Drink Reports

This report looks at the following areas:

Snack, nutrition, and performance bars comprised one of the food categories to post sales declines in 2020 (dipping nearly 6%), hamstrung by a reduction in away-from-home activity for which bars typically shine. However, key drivers of the mature category remain strong and a rebound is forecast for 2021. Widespread interest in healthier snacks and functional foods as well as holistic healthy living trends should drive positive, stable growth through 2025. Opportunities will hinge on how suppliers respond to diverse, and sometimes competing, demands as consumers seek new flavors, healthy indulgence, functional benefits and high value propositions.

This report covers the following:

- The impact of COVID-19 on snack, nutrition and performance bars
- Role of bars in consumers' overall diet
- Reasons behind consumption changes in the category
- Desired amounts of protein and sugar in bars

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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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Impact of COVID-19 snack, nutrition and performance bars

Figure 11: Short-, medium- and long-term impact of COVID-19 on snack, nutrition and performance bars, march 2021

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Among six major suppliers, only Kind posts positive MULO sales growth

General Mills leads the market, but loses share

Kellogg's indulgent Krispie Treats and Nutri-Grain bars do well, buoy sales

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Concerns about price are a key barrier to those who don't buy bars

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