

Snack, Nutrition and Performance Bars - US - February 2020

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"The popularity of snacking helps and challenges snack, nutrition, and performance bars. The bars category has experienced steady growth as consumers look for healthy and convenient ways to satisfy hunger (and cravings), resulting in dollar sales gains of 17% from 2014-19."
- **Beth Bloom, Associate Director - Food & Drink**

This report looks at the following areas:

- Bar sales continue to grow, but slowly
- One third of bar eaters have increased bar consumption in the past year
- Bar buyers are flavor loyalists

However, the pace of growth has slowed as snack competition heats up. The bars category will do well to promote its offerings as prime snack options and, at the same time, take advantage of its association with other occasions, including meal replacement and exercise. Differentiation, both from competitors outside and within the category, will be required for future growth.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

Top takeaways

The issues

Bar sales continue to grow, but slowly

Figure 1: Total US sales and fan chart forecast of snack, nutrition, and performance bars, at current prices, 2014-24

One third of bar eaters have increased bar consumption in the past year

Figure 2: Reasons for increasing bar consumption, November 2019

Bar buyers are flavor loyalists

Figure 3: Bar statements – formats, November 2019

The opportunities

Diverse functionality can help bars be the clear go-to

Encouraging consumers to start the day with bars could spark all-day engagement

Figure 4: Bar consumption occasion, November 2019

Sugar amount edges out price as a choice driver, can't be ignored

Figure 5: Bar attributes of interest, November 2019

The Market – What You Need to Know

Bar sales continue to grow, but slowly

Performance bars and nutrition bars battle it out for number two spot

Snacking grows, snack categories stay afloat

Consumers look to whole foods and exercise as roads to health

Market Size and Forecast

Bar sales continue to grow, but slowly

Figure 6: Total US sales and fan chart forecast of snack, nutrition, and performance bars, at current prices, 2014-24

Figure 7: Total US retail sales and forecast of snack, nutrition, and performance bars, at current prices, 2014-24

Market Breakdown

Performance bars and nutrition bars battle it out for number two spot

Figure 8: Total US retail sales of snack, nutrition, and performance bars, by segment share, 2017 and 2019 (est)

Figure 9: Total US retail sales of snack, nutrition, and performance bars, by segment, 2014-24

In their words: Consumers prefer to manage weight loss by other dietary means

“Other” channels pull further ahead as bar sales leaders

Figure 10: Total US sales of snack, nutrition and performance bars, by channel, at current prices, 2014-19 (est)

Market Perspective

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Snacking grows, snack categories stay afloat

Figure 11: Snacking frequency, January 2015 and November 2018

Figure 12: Percentage growth in select snack categories, 2014-19

Market Factors

Consumers look to whole foods and exercise as roads to health

In their words: Consumers associate whole foods with nutrition

Consumers are avoiding sugar

Key Players – What You Need to Know

General Mills loses share, holds on to 22% of category sales

Continued strong growth of Quest leads to acquisition

Convenience plays a strong role in purchase intent

Two brands reverse the tide for the weight loss segment, for now

Company and Brand Sales of Snack, Nutrition and Performance Bars

General Mills loses share, still holds onto 22% of category sales

Quest's continued strong growth leads to acquisition

PepsiCo MULO dollar sales decline by 6%

Bar brawl doesn't hamper growth

Figure 13: Share of sales of snack, nutrition and performance bars, by company, 52 weeks ending November 3, 2019

Figure 14: Sales of snack, nutrition and performance bars, by company, 52 weeks ending November 4, 2018 and 52 weeks ending November 3, 2019

What's Working

Convenience plays a strong role in purchase intent

Two brands reverse the tide for the weight-loss segment, for now

Figure 15: Multi-outlet sales of weight-loss bars, by leading companies and brands, rolling 52 weeks 2018 and 2019

Aiming at special diets can help short-term growth

Quest edges toward nutrition bar dominance

Figure 16: Multi-outlet sales of nutrition bars, by leading companies and brands, rolling 52 weeks 2018 and 2019

Clif keeps climbing within the performance segment

Figure 17: Multi-outlet sales of performance bars, by leading companies and brands, rolling 52 weeks 2018 and 2019

Weight-loss bars make strongest movement on sugar reduction

Figure 18: Sugar totals in bar launches, by segment, 2017-19*

Figure 19: Leading sweetener types in bar launches, by segment, 2017-19*

What's Struggling

Activity in bar claims lacks luster

Figure 20: Leading claims in bar launches, by segment, 2017-19*

Protein totals declining in protein-focused segments and that's OK

Figure 21: Protein totals in bar launches, by segment, 2017-19*

Weight-loss bars boost protein types

Figure 22: Leading protein types in bar launches, by segment, 2017-19*

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General Mills loses snack bar share

Figure 23: Multi-outlet sales of snack bars, by leading companies and brands, rolling 52 weeks 2018 and 2019

Chocolate dominated category could benefit from fruit introductions

Figure 24: Leading flavors in bar launches, by segment, 2017-19*

Poor perception of value stunts purchase intent

What to Watch

More diverse functionality

Coffee bars offer a morning boost

Rooted in plants

Ancient grains make everything old new again

Mini bars boost convenience, shrink the sugar

Seasonality may help boost perception of freshness, encourage trial

Mainstream brands give kids bars of their very own

The Consumer – What You Need to Know

Snack bars continue to lead bar consumption

One third of bar eaters have increased bar consumption in the past year

The majority of bar eaters do so as a snack, but competition is stiff

Bar buyers are flavor loyalists

Sugar amount edges out price as an attribute of interest

Bar Consumption

Snack bars continue to lead bar consumption

Figure 25: Bar consumption, November 2019

Half of bar eaters eat just one type of bar

Figure 26: Repertoire analysis - Consumption, November 2019

Men are drawn to performance bars, small formats appeal to women

Figure 27: Share of bar consumption, by gender, November 2019

Performance bars appeal to younger consumers

Figure 28: Share of bar consumption, by age, November 2019

One third of bar buyers keep a stash around

Figure 29: Bar statements – purchase habits, November 2019

Bar Formats

Bar buyers are flavor loyalists

Figure 30: Bar statements – formats, November 2019

Figure 31: Bar statements – new flavor, November 2019

Variety packs appeal to parents

Figure 32: Bar statements – formats, by parental status, November 2019

Bar Purchase Location

Supermarkets leading purchase location

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Figure 33: Bar purchase location, November 2019

Performance bar buyers are most likely to utilize online outlets

Figure 34: Bar purchase location, by bar type purchased, November 2019

Younger bar buyers can be reached at multiple outlets

Figure 35: Bar purchase location, by age, November 2019

Bar Attributes of Importance

Sugar amount edges out price as a choice driver

Figure 36: Bar attributes of importance, November 2019

Figure 37: Bar attributes of importance, December 2018 and November 2019

Important attributes vary slightly by bar type and bar occasion

Figure 38: Bar attributes of importance, by bar type, November 2019

Figure 39: Bar attributes of importance, by consumption occasion, November 2019

In their words: Portability and convenience drive snack bar consumption

In their words: Snack bar eaters prioritize taste/ flavor and ingredients

In their words: Snack bar consumers keep an eye on sugar, but won't sacrifice taste

In their words: Nutrition bar eaters keep their eyes on sugar content

In their words: Performance bar buyers want natural ingredients

Women are generally more ingredient conscious

Figure 40: Bar attributes of importance, by gender, November 2019

Change in Bar Consumption

One third of bar eaters have increased bar consumption in the past year

Figure 41: Change in bar consumption, November 2019

Increased consumption due to increased health, decreased time

Figure 42: Reasons for increasing bar consumption, November 2019

Incorporating fruit equates to health in bar launches

Close to half of performance bar eaters have increased consumption

Figure 43: Change in bar consumption, by bar type, November 2019

Women are more likely than men to be reducing bar consumption

Figure 44: Change in bar consumption, by gender, November 2019

Reduced consumption not solely the fault of bars, but can be mitigated

Figure 45: Reasons for decreasing bar consumption, November 2019

Bar Consumption Occasions

The majority of bar eaters do so as a snack, but competition grows

Figure 46: Bar consumption occasion - Nets, November 2019

Encouraging consumers to start the day with bars could spark attention

Figure 47: Bar consumption occasion, November 2019

Beyond snacking, women are targets for meals, men for exercise

Figure 48: Bar consumption occasion - Nets, by gender, November 2019

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Exercise focus should be on the young consumers

Figure 49: Bar consumption occasion - Nets, by age, November 2019

All bar types used for snacking

Figure 50: Bar consumption occasion - Nets, by bar type, November 2019

Snack bars are the ultimate on-the-go option

Nutrition bar consumers do so for convenient energy and satiety

Performance bar eaters look for energy and nutrition

Incentivizing Bar Trial

Snack bar trial strongly driven by flavor

Increased claims activity and sampling can encourage nutrition bar trial

Snack bar marketing will do well to focus on flavor-related ingredients

Figure 51: Qualitative word clouds - Ingredients of interest, by bar type, January 2020

Figure 52: Qualitative word clouds - Flavors of interest, by bar type, January 2020

Figure 53: Qualitative word cloud - Health benefits of interest, by bar type, January 2020

Food and Drink Shopper Segmentation

Figure 54: Food/drink shopper segmentation, February 2019

Quality Seekers (34%)

Figure 55: Profile of Quality Seekers, February 2019

Adventure Eaters (34%)

Figure 56: Profile of Adventure Eaters, February 2019

Time Savers (17%)

Figure 57: Profile of Time Savers, February 2019

Value Chasers (15%)

Figure 58: Profile of Value Chasers, February 2019

Implications of food/drink consumer segments on snack, nutrition and performance bars

Adventure Eaters are the most likely bar buyers

Figure 59: Bar purchase, by food and drink shopper segmentation, November 2019

Increased snacking among Quality Seekers means health-focused brands can benefit

Figure 60: Reasons for increasing bar consumption, by food and drink shopper segmentation, November 2019

Morning snack occasions presents an opportunity for appealing to Time Savers

Figure 61: Bar consumption occasion - snacking, by food and drink shopper segmentation, November 2019

Multi-packs appeal to Value Chasers

Figure 62: Bar statements - formats, by food and drink shopper segmentation, November 2019

Appendix - Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

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Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 63: Total US retail sales and forecast of snack, nutrition, and performance bars, at inflation-adjusted prices, 2014-24

Figure 64: Total US retail sales and forecast of snack bars, at current prices, 2014-24

Figure 65: Total US retail sales and forecast of snack bars, at inflation-adjusted prices, 2014-24

Figure 66: Total US retail sales and forecast of performance bars, at current prices, 2014-24

Figure 67: Total US retail sales and forecast of performance bars, at inflation-adjusted prices, 2014-24

Figure 68: Total US retail sales and forecast of nutrition bars, at current prices, 2014-24

Figure 69: Total US retail sales and forecast of nutrition bars, at inflation-adjusted prices, 2014-24

Figure 70: Total US retail sales and forecast of nutrition bars, at current prices, 2014-24

Figure 71: Total US retail sales and forecast of weight-loss bars, at inflation-adjusted prices, 2014-24

Appendix – Retail Channels

Figure 72: US supermarket of snack, nutrition and performance bars, at current prices, 2014-19 (est)

Figure 73: US drug store sales of snack, nutrition and performance bars, at current prices, 2014-19 (est)

Figure 74: US convenience store sales of snack, nutrition and performance bars, at current prices, 2014-19 (est)

Figure 75: US sales of snack, nutrition and performance bars through other channels, at current prices, 2014-19 (est)

Appendix – Key Players

Figure 76: Multi-outlet sales of snack, nutrition, and performance bars, by leading companies, rolling 52 weeks 2018 and 2019

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