

Snack, Nutrition and Performance Bars - US - March 2021

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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



"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

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