"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.
Snack, Nutrition and Performance Bars - US - February 2020

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