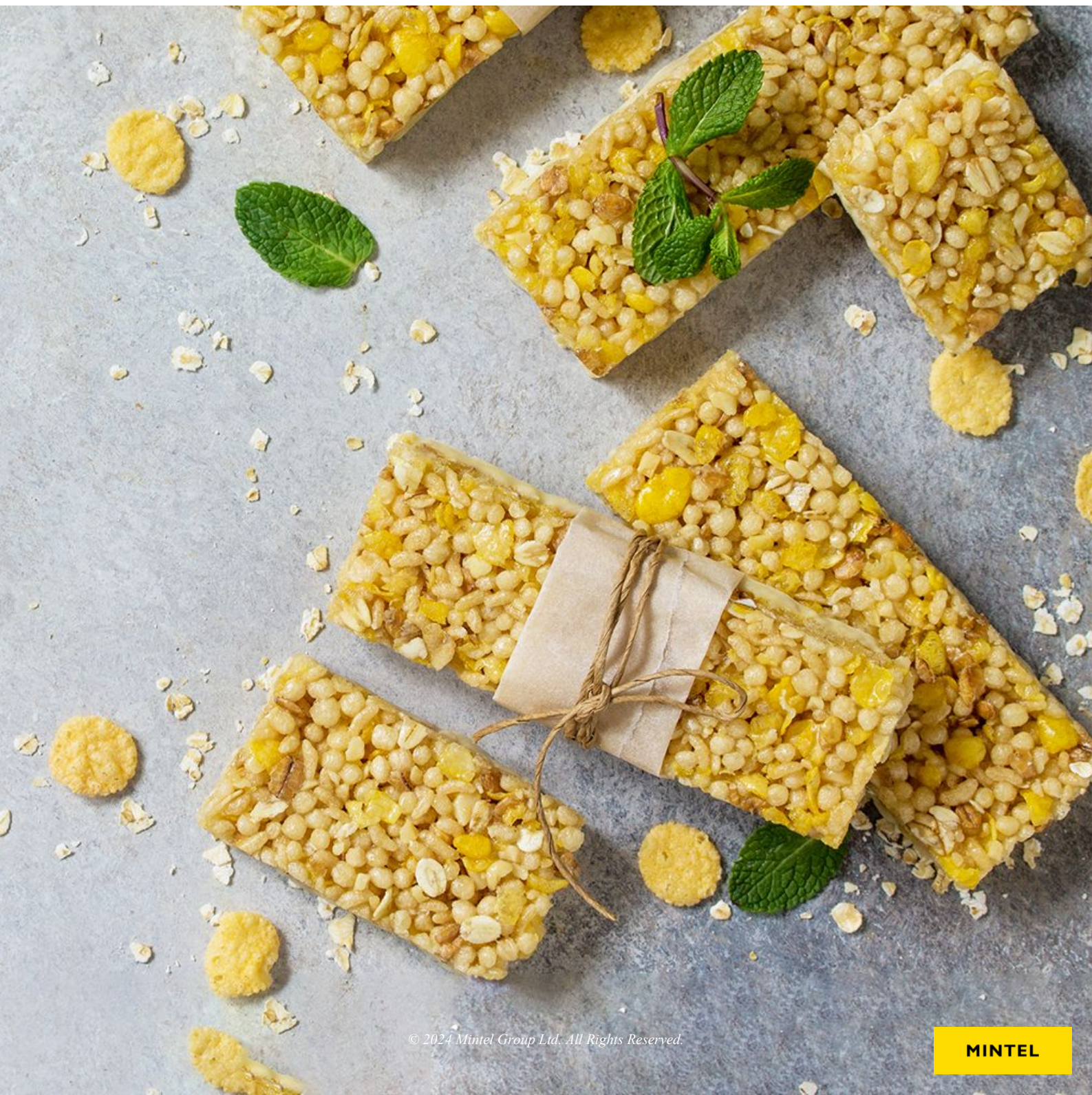


A YEAR OF INNOVATION IN SNACK BARS, 2020

Notable innovation themes in snack bars centre around mental focus benefits and energy-boosting, as brands continue to tackle the category's processed image.



Amrin Walji, Senior
Innovation Analyst



Report Content



- Global opportunities
- Our pick of the most innovative launches in this review
- Snack bars meet Mintel Trends

EUROPE

- The opportunities: EMEA
- Europe retail market overview: snack bars, 2020

Europe: balancing functionality with indulgence

- A new generation of snack bars
- 'Enhanced energy' remains the most common health attribute in functional snack bars
 - Graph 1: top health attributes in functional cereal, energy and snack bars NPD, 2015-20
- Energy bars and bites diversify their energy ingredients
- Eat Natural jumps on the growing fibre trend
- Nooro bar looks to nootropic ingredients to improve mind, body and health
- Other indulgent bars promise functional health benefits

Europe: sugar reduction in snack bars

- A stronger push to reduce sugar in snack bars is needed
 - Graph 2: cereal, energy and snack bars NPD by 'no added sugar' and 'reduced sugar' claims, 2015-20
- Oat cake brand Nairn's launches low sugar oat bar in the UK market
- Soreen introduces low-sugar malt loaf in snack size format
- To deliver flavour, brands rely on naturally occurring sugars from fruits, along with sweeteners

Europe: added protein content continues to trend in snack bar launches

- Snack bar launches with high/added protein claims continue to rise
- Cadbury adds protein to its Brunch Bar line
- Various protein sources are explored in snack bars
- Brands formulate with quark and skyr to embrace the protein trend
- Hemp is gaining greater prominence as a protein source

ASIA PACIFIC (APAC)

- The opportunities: APAC
- APAC retail market overview: snack bars, 2020

A year of innovation in snack bars, 2020

APAC: diet trends shape innovation in snack bars

- Snack bar brands cater to high protein and vegan diets
 - Graph 3: cereal, energy, snack bars NPD by selected claims, 2018-20
- Recently introduced high-protein bars also promote enhanced energy
- Vegan snack bars inspired by plant-based proteins
- Keto bars gain traction in Australia
- Digestion-friendly bars are expected to grow
- Go Natural encourages consumers to snap and share its Probiotic Slab Bar

APAC: simple recipes are in demand

- The opportunity for simpler ingredient formulations in snack bars
- Simple formulations are being promoted in snack bars and bites
- Celebrating what "simple" means: brands specify the exact ingredients on the front of pack
- Made Simple showcases the ingredients graphically

THE AMERICAS

- The opportunities: Americas
- Americas retail market overview: snack bars, 2020

North America: brands take a fresh approach to energy-boosting formulations

- Mintel Trends that lead to the demand for energy-boosting bars
- Snack bars featuring energy-boosting propositions
- Brands should strive to innovate towards 'clean energy'
- Protein can provide a cleaner, slow-release energy boost
- Enhance energy bars with mental focus benefits
- Cognitive benefits are explored by snack bar brands

Latin America: the future is bright for high-fibre snack bars

- High-fibre snack bars have untapped potential in Latin America
- Expand ingredients in high/added fibre snack bars beyond cereals and grains
 - Graph 4: high/added fibre NPD by selected ingredients, April 2019 - March 2020
- Recently introduced high-fibre snack bars in Latin America
- Highlight fibre's link with health attributes beyond digestion

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