

# A YEAR OF INNOVATION IN SNACK BARS, 2021

Reduced out-of-home usage hasn't stopped snack bars from innovating around permissible indulgence and high protein and fibre content.



Patrick Dahn, Innovation Analyst





# Report Content



- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches
- Innovation opportunities in snack bars

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

- EMEA retail market overview: snack bars, 2021

### Europe: brands innovate around permissible indulgence and added health boosts

- Consumers want a combination of indulgence and added health benefits
- Added health claims are growing in Europe
  - Graph 1: snack bar launches, by share of plus claims, Mar 2017-Feb 2021
- High protein content helps deliver permissibly indulgent snack bars
- Brand innovation/renovation: Graze launches the Super Snackers range for kids

### Europe: brands are innovating around new consumer needs to recover reduced on-the-go use

- European snack bar consumers are looking for formats that suit in-home consumption
- Multi-packs account for an increasing share of launches
  - Graph 2: launches of snack bar multi-packs\*, as a share of total snack bar launches, Mar 2017-Feb 2021
- New formats and bite-size pieces
- Brand innovation/renovation: Tribe launches Nature Bombs

## Middle East & Africa

- Brands are targeting an interest in wellness by leveraging local ingredients and naturalness

## ASIA PACIFIC (APAC)

- APAC retail market overview: snack bars, 2021

### Asia: high/added protein claims record a jump in activity

- Consumers are looking for snacks that are rich in vitamins and protein
- Snack bar launches with high/added protein content record a dramatic jump
  - Graph 3: cereal/snack/energy bar launches, by selected plus claim, Apr 2017-Mar 2021
- High protein bars identify different ways to deliver a boost
- Brand renovation/innovation: China's Ffit8 targets protein-deficient young consumers

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## Asia: snack bar brands help meet consumer demand for high fibre food

- Consumers need tasty and convenient foods to help fill their 'fibre gap'
- High fibre claims gain profile
  - Graph 4: cereal/snack/energy bar launches, by share of high/added fibre claims, Mar 2017-Feb 2021
- Dietary fibre-rich snack bars and bites arrive in a variety of forms

## Australia and New Zealand (ANZ)

- Launches with zero additives and preservatives record a leap in activity

## THE AMERICAS

- Americas retail market overview: snack bars, 2021

## North America: snack bar producers innovate around specific diets

- Consumers are interested in possible health factors of diet trends
- Snack bar launches with 'suitable for' claims are increasing
  - Graph 5: snack bars, by share of suitable for claims, Mar 2017-Feb 2021
- Vegan and gluten-free claims go hand-in-hand in recent US snack bar launches
- Brand innovation/renovation: Symmetree launches a range of paleo bars

## North America: kid-friendly innovation pivots around simple, natural recipes

- Consumers are looking for healthy snacks for children
- Natural claims are more prolific in kids snack bar launches
  - Graph 6: snack bars for children, by share of top claim category, Mar 2017-Feb 2021
- Emphasising simple, healthy ingredients in a fun way appeals to kids and parents
- Brand innovation/renovation: GoMacro launches a line of macrobars for kids.

## Latin America: brands are utilising social media to build a relationship with consumers

- Social media engagement in Latin America
- More snack bar brands are adding social media information to packaging
  - Graph 7: snack bar launches, by share of top three claims, Mar 2017-Feb 2021
- Notable launches with social media information
- Brand innovation/renovation: Integra launches snack bars created through social media

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