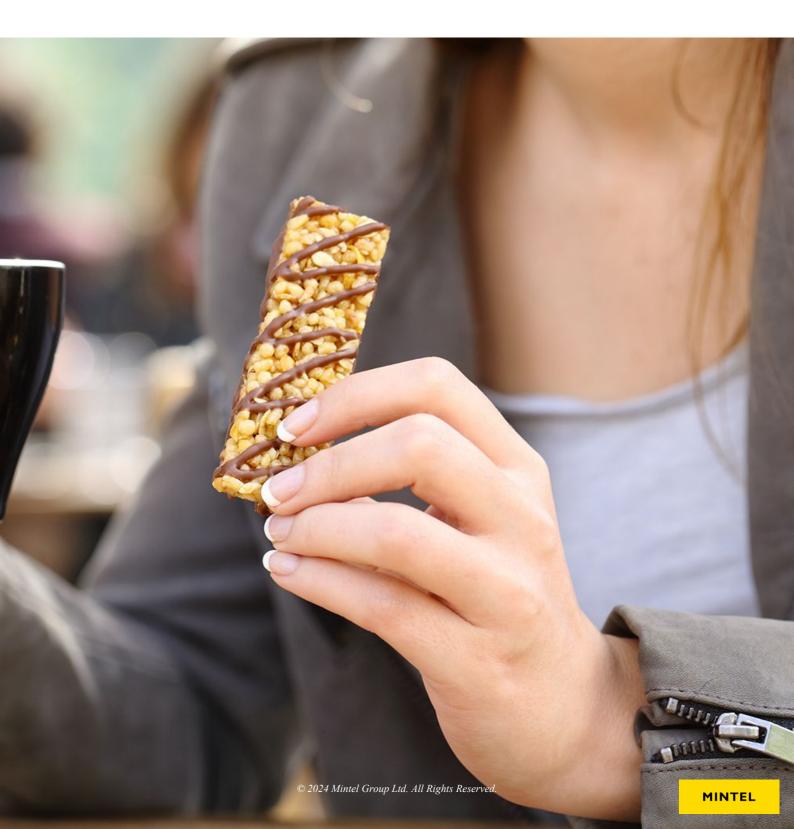
# SNACK BARS AND BREAKFAST BISCUITS – UK – 2024

High inflation has fuelled value growth in the market, amid falling volumes. Interest in freshness and variety multipacks point to opportunities for NPD.





# Snack Bars And Breakfast Biscuits - UK - 2024

# This report looks at the following areas:

- Performance of the market and the impact of the rising cost of living
- Where and when cereal/snack bars and breakfast biscuits are eaten
- Key attributes associated with cereal/snack bars, breakfast biscuits, and protein bars
- Key trends in recent launch activity and future product development opportunities such as consumer interest in naturalness and flavour variety



High inflation has fuelled value growth in the market, amid falling volumes. Interest in freshness and variety multipacks point to opportunities for NPD.

 Behaviours related to the eating and buying of cereal/snack bars and breakfast biscuits, and related opportunities including disrupting shopper behaviour and how to support healthconscious shoppers

# Overview

The cost of living crisis has put pressure on the market, volumes down 5.4% in 2023. Price rises in the category and the role of these snacks as discretionary will have made them likely candidates for cutbacks amid the income squeeze. The limited scope for trading down given the sparse own-brand offering has added to this.

Competition from other snacking categories has put pressure on the cereal/snack and breakfast biscuit market and will continue to do so. For example, the strong growth of the protein bar market shows little sign of easing. Further HFSS restrictions loom and stand to have

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mixed effects on the market. While they will lend an edge to compliant products, they will also fuel ongoing NPD in the wider BFY snack space, adding to the competitive pressures.

Disrupting the shopper journey is crucial for cereal/snack bar and breakfast biscuit brands. While most users and buyers usually visit the cereal/snack bar and breakfast biscuit aisle when doing their main grocery shop, over half pay little attention to the rest of the products on the shelf when buying their favourite brand. This points to the need for brands to ensure they stand out in the aisle, to make the most of the passing traffic.

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# Report Content

### **EXECUTIVE SUMMARY**

# Opportunities for the cereal/snack bar and breakfast biscuit market

- Scope for cereal/snack bars and breakfast biscuits to actively push satiety messaging
- · Fresh fruit ingredients and multipacks warrant NPD
- Disrupting the shopper journey is crucial for cereal/snack bar and breakfast biscuit brands

# Market dynamics and outlook

- Market size & forecast
- · Market predictions
- Value sales growth to ease
- A fragmented market with many small players
  - Graph 1: leading brands' value sales in the cereal/snack bars market, 2021/22-2023/24
- Cereal/snack bars and breakfast biscuits fall within HFSS

# What consumers want and why

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- Chocolate and nut flavours continue to lead among cereal/snack bar launches

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- Spend on ATL advertising falls in 2023

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- · Various challenges put pressure on the market

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- · Value sales growth to ease
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Bring variety packs from online to the stores

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- · Nut-based bars are best placed to challenge protein bars
- · Low-calorie and high-protein bars have the most processed image

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- Support consumers looking to make healthier snacking choices
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- Disrupting the shopper journey is crucial for cereal/snack bars and breakfast biscuit brands
- Use in-aisle promotional material to disrupt shoppers...
- ...as seen from belVita and Nature Valley
- · Engage shoppers at on-the-go touchpoints
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- · belVita's 'Give a Smile' advertisement invites viewers to donate a meal by smiling
- Cadbury Brunch's 'But Actually Tasty' campaign puts the spotlight on ingredients
- KIND continues its 'Acts of Kindness' campaign
- · 'What Fuels You' campaign sees KIND partner with the England Football team
- Nakd invests in out-of-home advertising in 2023
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# Supplementary data: market drivers

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