

# THE FUTURE OF CEREAL, ENERGY AND SNACK BARS: 2019

Global Annual Review: what's now and what's next for the snack bar market.



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# Report Content

- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### Keeping it simple: 'clean' is the new healthy

- The simpler, the better: snack bar consumers globally express their interest in 'cleaner' recipes
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  - Graph 1: snack bar launches, selected claims, as a % of all launches, 2014 vs 2018
- Embracing naturalness and simplicity via 'clean label' formulations, honest brand communication, transparent packaging and minimal processing
- Embracing naturalness and simplicity via 'clean label' formulations, honest brand communication, transparent packaging and minimal processing
- The war on sugar is gaining momentum but healthy needs to be tasty as well

### The unstoppable rise of protein

- Riding the protein wave
  - Graph 2: snack bar launches featuring high/protein claims, as a % of all launches, 2014-18
- Beyond sports enthusiasts, high protein bars are increasingly targeting lifestyle users
- Protein for kids

### Multi-sensory consumption experiences

- From 'regular' bars to bite-sized formats
- Texture is the latest tool to engage the senses
- Everyday moments of joy by Kashi

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Playing it cool: brands step outside the shelf-stable category

- 'Chilled' = fresh
- Having recognised growth opportunities in the refrigerated snacking category, PepsiCo's Naked Juice releases its chilled bars
- Chilled concepts have been popping up mostly in the US but global brands can also take inspiration from Eastern European curd cheese bars

# The Future of Cereal, Energy and Snack Bars: 2019

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## Jostling for space on the functional shelf

- Stepping into the functional niche to grow the appeal of snack bars
  - Graph 3: snack bar launches with top functional claims, as a % of all launches, 2018
- Innovating beyond 'energy' claims
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- Raisio rolls out cholesterol-lowering bars across Europe

## The quest for new star ingredients

- Building on the success of bone broth, collagen peptides have potential to shine in snack bars
- Healthy fats gain traction
- Insect protein offers future potential

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Savoury bars that taste like a meal, not a treat
- Experimenting with new bases beyond cereal
- Blurring category lines: the next generation of snack bars

## KEY MARKET DATA

- The US continues to dominate the global snack bar market in terms of retail volume sales
- The US remains the biggest innovator globally
  - Graph 4: snack bars, new product launches, top five countries, 2018
- In the five years to December 2018, the high/added protein claim saw the biggest increase in use across the global market
- In the five years to December 2018, the high/added protein claim saw the biggest increase in use across the global market
- Chocolate is by far the most often used flavour note
  - Graph 5: snack bars, new product launches, top five flavour components, 2018
- Offering new sensations via texture innovations is an area for exploration
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