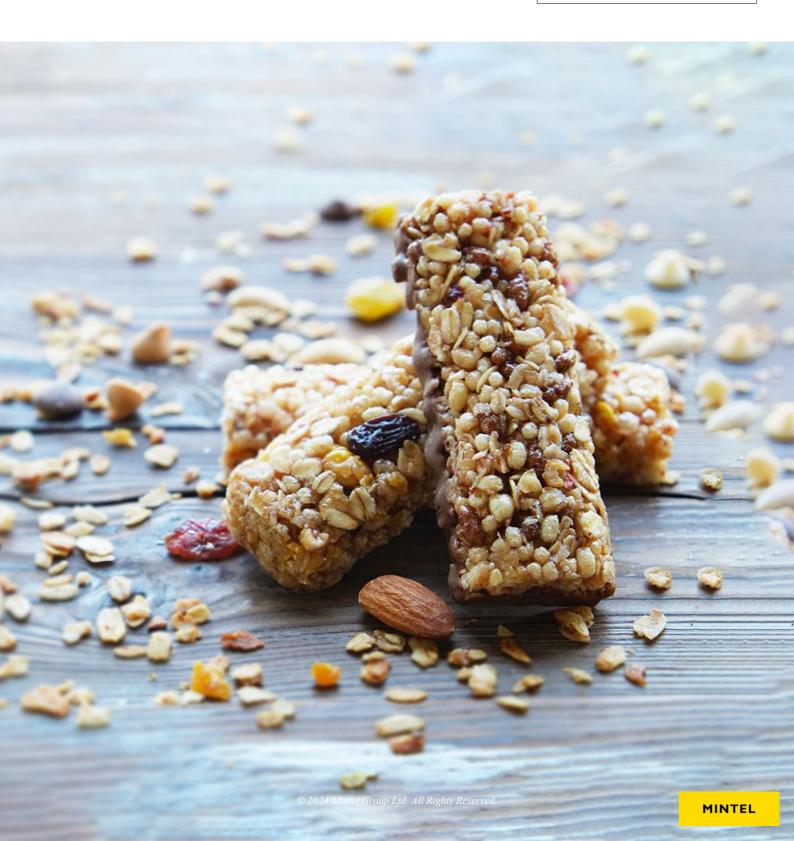
THE FUTURE OF CEREAL, ENERGY AND SNACK BARS: 2019

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





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
- · The simpler, the better: snack bar consumers globally express their interest in 'cleaner' recipes
 - 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

• Chilled concepts have been popping up mostly in the US but global brands can also take inspiration from Eastern European curd cheese bars

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
- · Innovating beyond 'energy' claims
- · 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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