

# THE FUTURE OF SNACK BARS: 2020

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



Honorata Jarocka,  
Principal Analyst



# Report Content



- A look back, and a look ahead

## THE BIG STORIES

- Mintel's perspective

### The plant protein movement

- Graph 1: snack bar launches featuring high/added protein and vegan claims, as a % of all launches, 2015-19
- Hemp is gaining greater prominence in snack bars
- Beyond nutritional benefits, plant proteins need to deliver on taste as well

### The emphasis on 'real' and 'simple'

- Clean and natural formulations are increasingly in demand
  - Graph 2: snack bar launches featuring selected 'free from', 'minus' and 'natural' claims, 2015 vs 2019
  - Graph 3: children's snack bar launches vs all other snack bar\* launches, average sugars content (g per 100g), 2015 vs 2019
- 'Real food ingredients' taking centre stage in sports nutrition bars

### New flavours, textures and formats add excitement

- Pretzels bring new flavour notes to snack bars
- Playing with texture
- Snap – Share – Enjoy: a new, smart way to snack

## IN THE NEXT TWO YEARS

- Mintel's perspective

### Supporting physical and mental wellbeing

- Ready-to-eat coffee provides an energy/mental clarity boost
- Gut health is a hot topic in the wellness world
- Embracing relaxation attributes

### Ingredients and nutrients to keep an eye out for

- Graph 4: snack bar launches that contain hydrolyzed collagen, as a % of all launches, 2015-19
- The future for fibre is bright
- Coconut as a source of healthy fat

## Snack bars make their way into the freezer

- KIND ventures into the frozen aisle with its new summer treat
- Move over, popsicles: freezing presents an opportunity for snack bars
- Freezing can unlock 'new sensations'

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Snack bars of the future: new functional benefits
- Snack bars of the future: ultra eco-friendliness
- Snack bars of the future: mission-driven brands

## KEY MARKET DATA

- The US dominates the global snack bar market in terms of retail volume sales
  - Graph 5: snack bars, volume sales (000 tonnes), top five markets, 2019 (est)
- The US remains the biggest innovator globally
  - Graph 6: snack bars, new product launches, top five countries, 2019
- In the five years to December 2019, the probiotic claim saw the biggest increase in use across the global market
  - Graph 7: snack bars, new product launches, top five flavour components, 2019
- Opportunities exist to provide more sensory experiences with texture innovation
  - Graph 8: snack bars, new product launches, by top five textural descriptors (excluding 'not specified'), 2019

**Disclaimer**

This is marketing intelligence published by Mintel.  
The consumer research exclusively commissioned by Mintel was conducted by a licensed market survey agent ([see Research Methodology for more information](#)).

**Terms and Conditions of use**

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

**Published by Mintel Group Ltd**

[www.mintel.com](http://www.mintel.com)  
email: [store@mintel.com](mailto:store@mintel.com)

**Help desk**

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850