

THE FUTURE OF SNACK BARS: 2022

Snack bars of the future need to address anxiety issues and sustainability concerns. Upcycling, insect protein and 3D printing will become innovation buzzwords.



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Report Content



- Meet Mintel's Snack Bar Expert
- The now, the next and beyond

WHERE WE ARE NOW

- Continued innovation is needed to keep snack bars relevant in the midst of the cost-of-living crisis
- Reassuring and worth highlighting that snack bars remain a popular better-for-you snacking option
- Snack bar brands globally are either upgrading or simplifying their recipes to deliver better bite-sized nutrition
- What we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

'Anxiety culture'

- Anxiety is an issue that needs to be addressed
- Consumer anxiety levels are high
- In addition to being a source of nourishment, food brings happiness
- Snack bars can more overtly target the need for a daily mood boost
- Making healthier choices easier
- Making healthier – and more sustainable – choices easier
- Addressing both dietary and planetary anxiety

Upcycling is on the rise

- Upcycling can be a route to adding value and achieving differentiation
- Food and drink consumers recognise that their role in sustainability and upcycling can be part of the solution
- Different approaches to upcycling
- By-products and waste can be transformed into new types of ingredients that can be used in snack bar innovation

'The bug revolution'

- Insects as the next climate-friendly super-protein ingredient
- Making 'insect-based' more palatable
- Savoury flavour profiles can help insect-based bars unlock new eating occasions

IN FIVE YEARS AND BEYOND

- Mintel's perspective

The Future of Snack Bars: 2022

- Snack bars making inroads into the 3D printing space
- Personalisation can be a strong hook for consumers
- Beyond personalisation, 3D printing can augment sustainability
- Bringing luxury into snack bar innovation
 - Graph 1: top three factors that motivate consumers to pay more for premium products, 2021
- Luxury can be a combination of superior taste and health benefits
- Snack bars must cater to virtual lifestyles
- Virtual lifestyles will have an increasing impact on target group segmentation

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