

THE FUTURE OF SNACK BARS: 2023

Brands must navigate the war on sugar and sweeteners; opportunities exist to provide less-processed, chilled bars and empower women to care for the female body.



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Mintel Food and Drink



Report Content



- Meet Mintel's global snack bar expert

WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

IN THE NEXT TWO YEARS

- Mintel's perspective

The 'war on sugar' rages on

- Finding the sweet spot for reduced-sugar bars is a challenge
 - Graph 1: [no title]
- Silent reduction of sugar is both a benefit and a risk
 - Graph 2: average sugar content in snack bars, by region, 2018-23
- Brands use clever strategies to reduce sugar
- It's not just a war on sugar, it's a war on sweeteners
 - Graph 3: perception of specific sugars and sweeteners, 2022
- Heightened consumer awareness is fueling an avoidance of sweeteners

Provide nutritional support for the female body

- Tackle the taboo around products for women
- Bars for women have so much more to offer
- Support the female body through all life stages
- Women want more than added protein
 - Graph 4: attributes most looked for in breakfast biscuits or snack bars, 2023
- Empower the growing group of menopausal female leaders

Opportunities exist for chilled or frozen bars

- The search for fresher, less processed food is an opportunity for chilled snacking
 - Graph 5: qualities sought in a snack, 2022
- Convenience is paramount; portability is optional
 - Graph 6: location of snack bar consumption, 2020-23
- Cold formats with unique ingredients invite new opportunities

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Bars will become the next smart nutrition format
- Smart nutrition will also extend to children
- Sustainability initiatives will shift to prioritise ingredient protection
- Protecting the future of almonds
- Emerging ingredients like algae will offer new benefits
- Emerging ingredients like precision-fermented dairy will offer new benefits

KEY TAKEAWAYS

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