

Cereal & Snack Bars

Mintel predicts that snacks bars will reach **\$4.9B** in 2024. Check out a review of trends impacting the category to inspire your innovation.



Food for Thought:

22% of Snack Bar eaters eat them daily.

79% of bar consumers say they're a healthier way to satisfy a sweet tooth.

Bars with functional benefits such as probiotics are most appealing to Millennials.

67% of adults who eat bars eat them as a snack, and more specifically an afternoon or evening snack is the most common occasion.

Source: Mintel; Snack, Nutrition, and Performance Bars US 2024

Top Flavors

- | | |
|-------------------|---------------------|
| 1. Peanut Butter | 11. Caramel |
| 2. Milk Chocolate | 12. Cookie Dough |
| 3. Chocolate Chip | 13. Peanut |
| 4. Almond | 14. Vanilla |
| 5. Dark Chocolate | 15. Banana |
| 6. Blueberry | 16. Sea Salt |
| 7. Nuts | 17. Cinnamon |
| 8. Coconut | 18. Cookies & Cream |
| 9. Brownie | 19. Honey |
| 10. Strawberry | 20. Birthday Cake |

Top Claims

1. Gluten Free
2. High/Source of Protein
3. GMO Free
4. Kosher
5. Plant Based

Top Textures

1. Chewy
2. Crispy
3. Tender/Soft

Innova new product database; Cereal & Energy Bars launched from June 2022-June 2024; US; 610 products

KEEP IT SIMPLE, BUT NOT BORING

Data continues to support that bar consumers love tried-and-true flavors the most, such as peanut butter. Yet, 38% of these consumers state they're bored with the flavor options for bars (Mintel, 2024). How might you balance a familiar flavor with one that's more emergent or exciting? We found some examples that may offer inspiration.

Flavor Ideas

- Chocolate Covered Pineapple
- Peanut Butter Banana
- Coconut Mango



As seen in these products from Magic Spoon (Jan 2024 launch) and Kodiak (May 2023 launch), differentiating and avoiding boredom can be as simple as doubling down on common flavors like chocolate.

Nature Valley's Protein Smoothie bar (Dec 2023 launch) uses familiar fruit flavors like blueberry and cranberry in combination with a yogurt base, to deliver a unique smoothie-inspired concept.

IS IT TIME FOR SAVORY TO HAVE ITS MOMENT?

Several companies large and small have launched bars with savory flavor profiles in the past two years, veering from the traditional sweet flavors that dominate the category. They certainly break through the sea of sameness on the shelf, and time will tell how large their appeal will become.

Flavor Ideas

- Parmesan & Roasted Garlic
- Honey BBQ
- Golden Honey Turmeric



Undressed Salad Bars (Aug 2023 launch) utilize ingredients and flavors typically seen in, you guessed it, salads. Products include their savory + umami bar which is a sesame ginger flavor.

KIND recently launched (June 2024) a new line of savory bars that use simple ingredients, such as nuts complemented with savory herbs and spices.

ENERGY EMERGES AS A KEY BENEFIT IN THIS CATEGORY

Protein has long been a benefit associated with the bar category. Based on reporting and market launches, energy appears to be the next benefit that will become prominent in bars. Given that bars are most often eaten as a snack in the afternoon or evening, including ingredients that provide energy to get people through the afternoon slump is a natural fit.



Joulebody Superfood Seedbars (April 2024 launch) are specifically designed to provide midday energy for the consumer, through thoughtful ingredients like cascara.



That's It launched a line of energy bars in early 2024. Each bar has caffeine content equal to one cup of coffee, offering "clean and natural energy" in the form of a tasty fruit-forward bar.