



# **Snack Bars Market Trends July 2019**



**For more information, please contact  
Tree Top Ingredients at  
509-698-1435**

Source:

Jeff Schomaker, Mintel, Contributing Editor  
Mintel Global New Products Database (GNPD)



## Snack Bars

July 2019

Tree Top is proud to partner with Mintel to provide our customers with the latest research and new product introductions. Mintel is the world's leading market intelligence agency offering perspectives, purchasing data and insights.

### Key Opportunities: Americas

#### Consider Chilled Formats

Forward-thinking snack bar brands are encouraged to step outside of the shelf-stable category, with the refrigerated aisle providing ample room for differentiation.

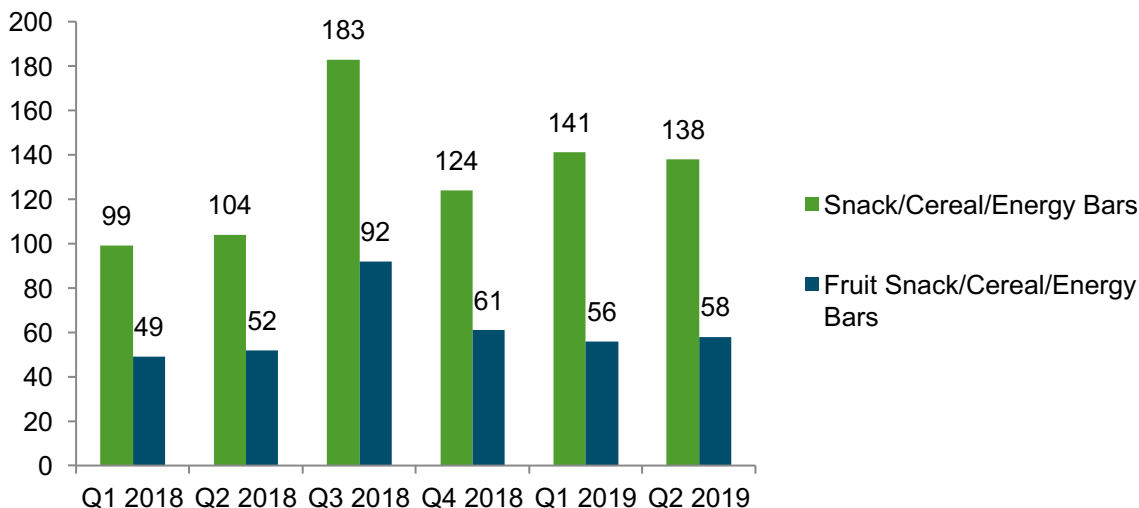
#### Move Away From a Processed Image

Highlighting natural ingredients and adopting minimal processing are ways for snack bars to move away from a 'processed' image.

#### Go Small

Smaller-sized formats could encourage new consumption occasions for snack bars. Adopting a more bite-sized appeal could also make snack bars more suitable for sharing.

**US Launches of Snack/Cereal/Energy Bars vs Fruit Snack/Cereal/Energy Bars**  
Jan 2018 – Jun 2019





News and analysis on the food and beverage industry

## Snack Bars

July 2019

Trending across **New Product Introductions in Snack/Cereal/Energy Bars Category:**

### Consider Chilled Formats

Forward-thinking snack bar brands are encouraged to step outside of the shelf-stable category, with the refrigerated aisle providing ample room for differentiation.



#### 'Perfect bar'

is claimed to be the 'original refrigerated protein bar'. It contains 10g of plant protein and over 20 super food ingredients. This bar is said to stay fresh for one week while on the go (US).



#### 'Yogurt on the go'

Clio Strawberry Greek Yogurt Bar Enrobed in Chocolate is made from pressed Greek yogurt, providing 8g of protein and billions of probiotics (US).



#### 'Fresh bar'

Nomi Fresh Fruit & Oat Bar Strawberry Chocolate Chip is described as a nutritious snack with a fresh taste and soft texture. It is best 'preserved cold' (US).

### OHi superfood bars promote freshness and play it cool!



"We go back to Mother Nature's natural preservatives – cold" OHi superfood bars were recently introduced in the US. The nutrient dense bars are packed with plant fats and superfood ingredients that provide long-lasting energy. As the bars do not contain any chemical preservatives, they do require refrigeration. OHi claims that storing the bars chilled maintains and prolongs the vital nutrition of the wholesome ingredients, and improves the taste and texture.

### PepsiCo's Naked Juice introduces its chilled bars

According to PepsiCo, the Naked bars have been developed for consumers seeking fresh, convenient fruit and vegetable snacks to go. Although the bars can be stored out of the fridge for a day for extra portability, they claim to taste best when chilled.



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## Snack bar brands are upping their health appeal by offering a variety of functional health benefits.

The omnipresence of snacking in consumers' lives has led to various food and drink categories vying for the snack occasion. Snack bars can set themselves apart from the competition through the promotion of functionality, especially as consumers, particularly men, are more likely than average to eat snack bars for a functional benefit (e.g., improved health and performance).

In response to this consumer interest, the number of functional snack bar launches has grown significantly. In the 12 months to March 2019, **29%** of total snack bar launches in North America **featured a functional claim**, reflecting an increase of 7 percentage points compared to the previous year.



### Yakon root probiotics

contains probiotic from yacon root, a plant that is native to South America. It provides two billion of CFUs Bacillus coagulans and 7g of protein per bar (Canada).

### Kids probiotics

Welo Kids Probiotic Cocoa Banana Snack Bar provides BC30 probiotics that naturally form part of the gut flora. The functional on-the-go bar for kids only contains 2g of sugar and is free from preservatives and fillers (Canada).

### Kombucha bar

Vegan Rob's Kombuchabar with Blueberries, Seeds and Probiotics contains 6g of plant-based protein and 4g of plant-based fibre per bar (US).

## Collagen has the potential to shine in snack bars



Collagen is widely used in food and drink in Asia and is mainly promoted for improved skin elasticity and protein content. Although the use of collagen in foods is relatively niche in the West, recent NPD activity shows a number of snack bar introductions featuring the ingredient.

One such example is the Skinny Jimmy! Beauty White Chocolate Berry Bliss Clean Protein Bar. The bar contains 5g of plant protein and is boosted with collagen, which is said to promote skin, hair and nail health.



Here's what's happening in fruit, focusing on popular and growing fruit ingredients being seen in *snack bar products* launched in North America.

## Emerging Fruit Ingredients

Emerging Fruit Ingredients seen in snack/cereal/energy bars	% change: Jul 2017 - Jun 2018 - Jun 2019	Total Sample
Date	63%	23.23%
Apple Powder	19%	5.38%
Raspberry	7%	5.38%
Raisins	0%	18.27%
Apple Juice Concentrate	-3%	9.92%
Date Paste	-21%	11.90%
Blueberry	-23%	9.92%
Cranberry	-24%	17.00%
Apple	-24%	12.75%
Strawberry	n/a	5.81%

## Innovative Products in Bars Category



### Simply Nature

#### Ingredients on pack:

almonds, pecans, cashews, inulin (chicory root fiber), dried apple pieces (apple, sugar), raisins (raisins, sunflower oil), tapioca syrup, rice crisps (rice flour, sugar, salt), honey, flaxseeds, cinnamon, natural flavor, soy lecithin



### Apple Cinnamon Raisin Granola with Yogurt Drizzle Bite Size Yogurt Parfaits

**Ingredients on pack:** apple cinnamon raisin granola (whole grain oats, brown sugar (sugar, cane syrups), fully refined canola oil, dried apples (apples, sugar), raisins, egg whites, honey, flour (unbleached wheat flour, malted barley flour, niacin, iron, thiamine mononitrate, riboflavin, folic acid), molasses, water, apple juice concentrate, cinnamon, natural vanilla flavor, salt), yogurt coating (sugar, palm kernel oil, yogurt powder (cultured whey protein concentrate, cultured skim milk), milk, soy lecithin (emulsifier), natural flavor, salt)



News and analysis on the food and beverage industry

Top ten US *snack/cereal/energy products with fruit ingredients* based on highest purchase intent scores\*. Purchase Intent scores are calculated based on the percent of consumers who responded that they would "likely" or "definitely would" buy these products after the price was revealed.



1

**Kellogg's Nutri Grain**  
**Apple Cinnamon**  
**Soft Baked**  
**Breakfast Bars**  
**68%\* Purchase Intent**



2

**Kellogg's Nutri Grain**  
**Strawberry**  
**Soft Baked**  
**Breakfast Bars**  
**67%\* Purchase Intent**



3

**Kellogg's Nutri Grain**  
**Soft Baked**  
**Breakfast Bars**  
**Variety Pack**  
**66%\* Purchase Intent**



4

**Quaker Chewy**  
**Strawberry**  
**Granola Bars**  
**with Yogurt**  
**Flavored**  
**Coating**  
**65%\* Purchase Intent**



5

**Quaker Chewy**  
**Oatmeal Raisin**  
**Granola Bars**  
**65%\* Purchase Intent**



6

**Kellogg's Special K**  
**Chocolate**  
**Cherry Nut**  
**Protein Snack**  
**Bars**  
**64%\* Purchase Intent**



7

**Kellogg's Nutri-Grain**  
**Strawberry**  
**Soft Baked**  
**Breakfast Bars**  
**62%\* Purchase Intent**



8

**Fit & Active**  
**Strawberry with**  
**Yogurt Flavored**  
**Drizzle Vitality**  
**Cereal Bars**  
**62%\* Purchase Intent**



9

**Simply Balanced**  
**Blueberry Nut &**  
**Fruit Clusters**  
**62%\* Purchase Intent**



10

**Great Value**  
**Apple and**  
**Cinnamon Fruit**  
**& Grain Cereal**  
**Bars**  
**61%\* Purchase Intent**

\* Average purchase intent score for US *snack/cereal/energy bars* = 34%