



Snack Bars Market Trends

June 2020



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Source:

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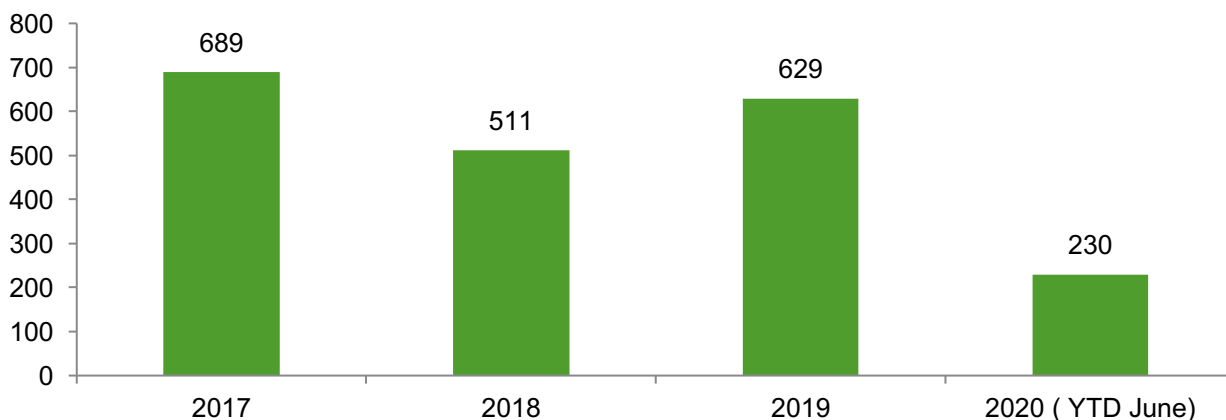


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US: # of Snack Bar Launches Jan 2017- June 2020 YTD



***Note: Due to COVID 19, manufacturers are likely holding new launches with disruption to supply chains, retail environments, and consumer attention which may result in lower product launch trends for 2020

US: # of Snack Bars launches, by top growing fruit ingredient, Jan 2017- June 2020 YTD

Ingredient	2017	2018	2019	Total Sample
Apple Powder	11	14	32	62
Date	42	60	85	239
Cherry	11	12	18	52
Banana	13	14	19	50
Fruit Juice	12	14	14	45
Raspberry	16	7	15	47
Apple	42	35	34	122
Blueberry	46	27	37	122
Strawberry Puree	15	5	12	32



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Snack bars featuring energy-boosting propositions

In the US, 27% of consumers eat snack bars to boost their energy levels. However, innovation in snack bars with explicit energy claims remains relatively low.



"Provides raw energy"

Go Raw Pumpkin Seed Sprouted Organic Bites

is made using just five simple ingredients, has been minimally processed and provides raw energy along with nutrition (US).



"Energy Ball"

Coconut Lemon Protein Energy Ball

is described as a delicious and nutritious on-the-go snack that provides 9g of protein (Canada).



"Energy Bites"

Cranberry Pecan Energy Bites

are made with Tsampa, the Himalayan-style barley that is claimed to have fueled Sherpa mountaineers for centuries. The bites are designed to provide long-lasting energy (US).

People's interest in natural, organic and non-processed foods continues to rise, as many seek reassurance from manufacturers due to a lack of trust in the regulatory systems. As such, 'clean energy' formulations which are **trusted, familiar and derived from natural sources of energy** are likely to be appealing.

Using coffee as a natural energy source is becoming increasingly common in the North American snack bar market. Regrained Chocolate Coffee Supergrain+ Energy Bar consists of upcycled spent grains, coffee fruit and prebiotic fibre to support gut health and provide energy for an active lifestyle. Other varieties in the range include Blueberry Sunflower and Honey Cinnamon.





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Enhance energy bars with mental focus benefits

With the growing recognition that mental wellness and physical health are closely linked, snack bar producers can profit from energy-boosting products with mental focus benefits.

Tapping into this opportunity is IQ Bar Lemon Blueberry Flavoured Bar, which recently launched in the US. The bar contains the following six 'brain nutrients': Lion's mane (a superfood for staying sharp), MCTs (slow-burn fats for mental energy), omega-3 (the building blocks for cell membranes), flavonoids (to fight free radicals), vitamin E (an antioxidant for cell membrane support) and choline (to support neurotransmitter). It is also keto-, vegan- and paleo-friendly.



IQ Bar Lemon Blueberry Flavoured Bar (US)



Wake & Focus Cookies 'n Cream Clean Protein Bar

is boosted with guarana-sourced caffeine as well as omega-3 oil, which promotes brain cell development, and MCT oil, which is linked with boosting mental focus (US).



B.O.S.S. Food Co. Blueberry Walnut + Coconut Oil Raw Superfood Bar

is made with eight premium superfood ingredients that are said to help one function, focus and concentrate (US).



Oatmega Chocolate Coconut Protein Bar

is claimed to be crafted with the perfect balance of flavours and nutrients such as DHA, omega-3 and grass-fed whey protein for 'a strong brain' (US).



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Incorporating fruit equates to health in bar launches

Considering the impact of health in increased bar consumption, the below is a breakdown of the three bar launches (between February 2019 and January 2020) that scored the highest for health according to Mintel Purchase Intelligence. A common thread across the bars is the utilization of fruit. While the bar market remains chocolate and peanut butter heavy, opportunity exists to expand excitement and the perception of health through fruit-flavored launches



Simply Nature Apple Cinnamon and Pecan Fruit and Nut Bar

Purchase intent: 54%

Consumers perceive products in **Apple Cinnamon and Pecan Fruit and Nut Bar** as being very Convenient and Healthy, but not very Exciting or Good value.

I like how you can see the actual product itself. In this case you can see the dried fruit and nuts.

Visualization is important and when people can see they are more willing to try.

Female, Midwest, 35-54



Kind Cranberry Almond with Macadamia Nuts Bars

Purchase intent: 57%

Consumers perceive products in **Cranberry Almond with Macadamia Nuts Bars** as being very Healthy and Convenient, but not very Good value or Environmentally Friendly.

*kind is my favorite health bar
cherry dark chocolate nut bar
this cranberry almond
academia nut sounds
absolutely delicious*

Male, South, 55+



That's It. Apple and Fig Fruit Bar

Purchase intent: 39%

Consumers perceive products in **Apple and Fig Fruit Bar** as being very Healthy and Natural, but not very Good value or Trustworthy brand.

healthy - nonGMO and no added sugar, good fruit combination, nice packaging that's eye catching, simple ingredients

Female, West, 35-54



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Snack bar marketing will do well to focus on flavor-related ingredients

When asked to create their ideal bar, participants in a qualitative study who eat snack bars said their ideal snack bar would include a range of flavor-related ingredients, including an interest in mixed ingredients (fruit/nuts, fruit/chocolate) in one bar.

Question: “What ingredients would your bar contain? What nutritional value would it have (eg high in protein, low in calories)?”

Snack bars



Base: 18 internet users aged 18+ (qualitative data)

Source: *Lightspeed/Mintel*



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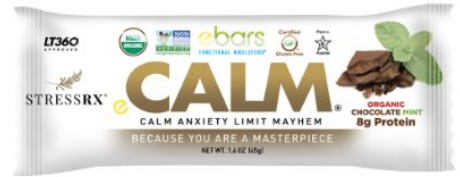


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Consumers will rely on snacks for relaxation in a Post COVID 19 world

As explained in Mintel's 2030 Food & Drink Trend Smart Diets, more consumers are considering mental health alongside diet and exercise in their personal health management. This holistic health and wellness approach has inspired consumers to seek products that can improve mood and boost brain health. In particular, high rates of stress and anxiety find consumers open to emerging functional ingredients, including adaptogens and nootropics.

Snacking is a potential occasion for adaptogenic ingredients and stress reduction positioning. Consumers often turn to snacks during times of stress, yet very few global snack bars have been launched with a stress/sleep functional claim.



StressRx CALM Bar (US): 'calm anxiety, limit mayhem'

One good example is StressRx CALM Bar from the US which is formulated with neuro-enhancing adaptogens such as ashwagandha, rhodiola and cordyceps.

Ingredients

Fresh Orange, Ragi, Pumpkin seeds, Sesame Flaxseeds, Almonds, Rajgira, Dates, Raisins & Coconut sugar.

That's all.

Nutritional Value per serving (35g)

Energy	153 Kcal
Protein	3.8 g
Carbohydrates	22.33 g
of which sugar	6.2 g
Dietary Fibre	1.4 g
Sodium	10.5 mg
Total Fat	5.3 g
Saturated	2.3 g
MUFA	0.4 g
PUFA	2 g
Cholesterol	0 g
Trans Fat	0 g
Calcium	38 mg
Iron	1.3 mg
Vitamin A	25.5 mcg
Vitamin C	4.5 mg
Vitamin E	0.8 mg



An important role for snacks in a Post COVID 19 world: immunity boosters

Flat Tummies vitamin bars have used the term 'fresh' orange, usually associated with orange juice, when describing the flavor of their vitamin bar. The bar using fresh orange as the top ingredient makes the connection for consumers between the vitamin C found in oranges and the immunity benefits they provide by highlighting the 'immunity to rise' bubble on the front of pack and featuring the orange color prominently.



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The future is fresh for snack bars

Highlighting an opportunity to distance snack bars from negative connotations around overly processed ingredients, 63% of US consumers cite 'fresh' as an important attribute when purchasing healthy snacks.

That one in four US consumers also show a willingness to try refrigerated bars with fresh ingredients suggests an opportunity for brands to make a foray into the chilled space, especially as the shelf-stable snack bar category has become an extremely crowded marketplace.

Having recognised growth opportunities in the refrigerated snacking category, PepsiCo's Naked Juice introduces its chilled bars

At the beginning of 2018, PepsiCo extended its Naked smoothie brand into **chilled** snacks with three fruit, nut and vegetable snack bar varieties. The chilled snack bar range is available in the following flavours: *Blue Machine*, *Green Machine* and *Red Machine*. Each variety has been inspired by the brand's Naked Boosted Smoothies and is equally high in vitamin and protein.

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**.

