

# Cereal & Snack Bars

Innova predicts that snacks bar sales will grow at a CAGR of **5%** to reach 12 Billion. Check out a review of trends impacting the category to inspire your innovation.



## Food for Thought:

**22%** of Snack Bar eaters eat them daily.\*

US consumers are **37%** above the global average for purchasing snack bars.\*\*

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

**66%** of Snack Bar buyers didn't change their consumption from last year. Increases outnumber decreases.\*\*

Source: \*Mintel; Snack, Nutrition, and Performance Bars US 2024  
\*\*Innova; Now and Next in Snack Bars in the US, 2024

### Top Flavors

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

### Top Claims

1. Natural
2. Organic
3. Wholegrain
4. Gluten Free
5. GMO Free

### Top Textures

1. Chewy
2. Tender/Soft
3. Crunchy

Innova new product database; Cereal & Energy & Sports Bars launched in 2024; North America; 330 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
- Strawberry Milkshake
- Chocolate Birthday Cake



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.

Verb brings a chocolate chip cookie dough, carrot cake, and blueberry crisp caffeinated energy bar to market (Sep 2024) using familiar favorites like blueberry, cinnamon, and chocolate flavors but elevated.

## Breaking Out of Breakfast

Who says bars should only incorporate flavors that speak to the morning eating occasion. More bars are breaking out of the morning mold to offer sweet & salty, savory, and more complex flavors that appeal to afternoon and evening snacking occasions. Snackable formats like bites, squares, balls, and pieces are becoming more common.

### Flavor Ideas

- Loaded Cookie
- Everything Bagel
- Caramel Brownie
- Peanut Butter Jelly
- Snickerdoodle Toffee



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



Think! is bringing afternoon and evening snack flavors into their products with a collab with the Girl Scouts to imitate classic cookie flavors in a mini snacking format (Dec 2024).



Smash Bites (Aug 2024) offers the taste of a peanut butter and jelly in various snackable formats delivering between 5 and 9 grams of protein.

## 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.