

CEREAL & SNACK BARS

2023 TREND SNAPSHOT

“Look for chocolate, nuts, and traditional fruits to remain the primary flavors for new snack bars products. However, expect to see an increase in new flavors and flavor combinations, especially among small companies trying to get noticed in a fragmented category.”

Source: Innova Market Insights

TOP FLAVORS

- | | |
|-------------------|-----------------------|
| 1. Chocolate | 11. Seed |
| 2. Peanut Butter | 12. Strawberry |
| 3. Coconut | 13. Cashew |
| 4. Dark Chocolate | 14. Cocoa |
| 5. Almond | 15. Nut |
| 6. Blueberry | 16. Apple |
| 7. Cookie Dough | 17. Cookies & Cream |
| 8. Sea Salt | 18. Berry |
| 9. Cinnamon | 19. Sunflower Seed |
| 10. Caramel | 20. Vanilla (Bourbon) |

Source: Mintel, North America, Cereal & Snack Bar Launches, Jan 2022 - Jan 2023

FASTEST GROWING

- | | | |
|---------|--------|-----------------------------|
| FLAVORS | + 600% | Dark Chocolate |
| | + 300% | Coconut |
| | + 300% | Blueberry |
| | + 200% | Cookie Dough |
| | + 100% | Caramel |
| CLAIMS | + 86% | Plant-Based |
| | + 71% | Gluten-Free |
| | + 64% | Vegan/No Animal Ingredients |
| | + 57% | Low/No/Reduced Allergen |

Source: Mintel, North America, Cereal & Snack Bar Launches, Jan 2022 - Jan 2023

\$413 Million expected snack bar U.S. sales for 2023.

Breakfast is the #1 occasion for bars, with 52% of buyers eating them during this daypart.

Innova Market Insights, Snack Bars in the US, Dec 2022

Mintel predicts that bars will fare well in 2023 given their affordability relative to other food categories.

Mintel, Snack, Nutrition, and Performance Bars US 2023

TREND THEMES: Surprise Me | Indulge Me | Fuel Me

SURPRISE ME

Seasonal and limited-edition flavors prove to be an effective way to delight consumers and drive purchase. While we continue to see fall seasonal flavor favorites like pumpkin, we're also seeing an increase in flavors for other seasons such as summer.

Seasonal/Limited Edition is the **fastest-growing positioning** in the bars category (+34%).

Innova Market Insights, Cereal & Energy Bars US 2023

32% of consumers say seasonal flavors would **encourage them to try a new bar.** (#2 overall ranked reason).

Mintel, Snack, Nutrition, and Performance Bars US 2023

PRODUCTS OF NOTE



Cap'n Crunch Treats Red, White & Blue Crunch Cereal Bars were added to the range for Independence Day 2022.



Bobo's Pumpkin Spice Oat Bites. Launched in October 2022 - Limited time just for Fall.



Clio Key Lime Pie Granola & Yogurt Parfait Bar. Launched September 2022 for a limited time.

FLAVOR IDEAS

- Candy Cane
- Gingerbread
- Cherry Pie
- Coconut Cream Pie
- Caramel Apple

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Launch Examples Source: Mintel

INDULGE ME

Taste is the most important factor in choosing a bar, with 62% of bar buyers strongly agreeing that they must taste good, outpacing all other attributes (Mintel, Snack, Nutrition, and Performance Bars US 2023). With a high expectation of great taste, category buyers seek flavors that satisfy and are reminiscent of indulgences like baked goods. For example, we're seeing an influx of flavor innovation inspired by popular flavors typically seen in cookies.

Chocolate is the #1 flavor/ingredient in bar launches over the past 3 years, with **38% of launches including it.**

Innova Market Insights, Snack Bars in the US, Dec 2022

Flavors categorized as "Cake, Cookie, or Pie" are up +7.2% within the Cereal Bar category.

Innova Market Insights, Cereal & Energy Bars U.S. 2023

Past 3 Year Growth:

- + 82% Birthday Cake
- + 68% Cookie
- + 21% Brownie

FUEL ME

Consumers continue to choose bars with the nutritional attributes they've always expected to see in the category, such as protein and fiber. They're also expressing a desire for bars with more functional benefits. Today, benefits with emerging consumer interest such as gut health are primarily seen in bars sitting in the nutrition bar space, offering white space opportunity for snack and cereal bar brands to innovate with these benefits in mind.

Like the overall snacking category, the claims with the most influence on snack bar purchase are **protein, fiber, real ingredients**, and **low/no/reduced sugar**.

Innova Market Insights, Snack Bars in the US, Dec 2022

Companies continue to deliver fiber in bars, with the **average fiber content in snack bars reached 9 grams** in 2022.

Mintel, A year of innovation in snack bars 2022

PRODUCTS OF NOTE



Dave's Killer Bread Organic Snack Bars-Brownie Blitz.



Chex Mix Birthday cake flavored bars. Include a combo of Chex and pretzels. Topped with sprinkles.



Nature Valley Salted Caramel Crunchy Dipped Granola Squares.



Good and Gather (Target) Cookies & Crème Flavored Bars.

FLAVOR IDEAS

- Mint Chocolate
- Snickerdoodle
- Churro
- Red Velvet
- Tiramisu

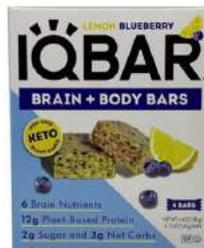
PRODUCTS OF NOTE



Good & Gather (Target) continues to launch line extension flavors within its line of whole grain baked bars, which tout 12g of whole grains per serving.



LOLA probiotic energy bars are positioned around improving gut health through functional ingredients.



IQ Bars (Lemon Blueberry shown) include ingredients associated with increased cognitive function, such as lion's mane mushrooms and omega-3s.



The rock band Tenacious D teamed up with NuGo Nutrition to launch a line of bars called Fiber d'lish in 2022. It boasts 12g of fiber and only 160 calories, promising to keep you regular and feeling good.