Nutritional and Cereal Bars in the U.S., 4th Edition

Description:

They're healthy, convenient and, increasingly, appetizing. What was once (and remains) a mainstay of fuel for athletes and fitness buffs, food bars have become a staple for the everyday consumer. Our snacking ways have opened the door for nutrition and cereal/granola bars to gain broad appeal, giving consumers a way to sidestep eating three meals a day at set times and instead improvise with meals and snacks throughout the day, whether they are on the go or at home.

Nutritional and Cereal Bars in the U.S., 4th Edition, a new report, focuses on trends shaping the market for nutrition and cereal/granola bars; provides an estimate of U.S. retail sales of nutrition and cereal/granola bars for the 2009 through 2014 period and a projection of U.S. retail sales through 2019; identifies marketing and new product trends; and provides an in-depth look at today's consumers of nutrition and cereal/granola bars.

Marketers of food bars have joined the healthier, better-for-you food product bandwagon. Bars provide an attractive way for food marketers to combine sweet baked good appeal with organic, gluten-free, and other health halo product positionings; wholesome grains; alternative, exotic sources of protein; and superfoods and other functional ingredients targeting specific health concerns. Nutrition bars, which have achieved torrid sales growth in recent years, provide an especially appropriate platform to deliver the kind of dense nutrition today's consumers crave and search for in ingredients such as ancient grains and healthy seeds, including quinoa, amaranth, sorghum, chia and flaxseed.

Nutritional and Cereal Bars in the U.S., 4th Edition, highlights emerging opportunities for marketers of nutrition and cereal/granola bars. For example, while 18- to 34-year-old men account for the largest demographic segment of high-volume users of nutrition bars, women of all ages represent the next four largest groups of consumers who use relatively large quantities of nutrition bars. Female Boomers and women in the 65+ age group will be an increasingly important target for marketers. One in six (16.4%) high-volume users of nutrition bars are women age 55 or over.

The report focuses on trends shaping the market for nutrition and cereal/granola bars; provides an estimate of U.S. retail sales of nutrition and cereal/granola bars for the 2009 through 2014 period and a projection of U.S. retail sales through 2019; identifies marketing and new product trends; and provides an in-depth look at today's consumers of nutrition and cereal/granola bars.

Scope of the Report

This report analyzes the market for nutrition bars and cereal/granola bars. When this report refers to both of these products, it uses the terms “snack bars” or “bars.”

The categories covered by this report are subject to wide differences in semantic usage in data sources such as IRI and Simmons National Consumer Studies as well as company websites and industry and trade publications.

The category nutrition bars (which are sometimes called nutritional bars) includes bars marketed as energy bars, diet bars, performance bars, protein bars and sports bars. The equivalent terms used by IRI that appear in figures and tables in Chapter 4 of this report are nutritional/intrinsic health value bars and breakfast/cereal/snack bars and granola bars. The IRI category incorporating both of these categories is snack bars/granola bars. The analogous categories in Simmons National Consumer Study (NCS) data are energy/diet snacks and bars and cereal bars. However, for the sake of clarity and simplification, tables and figures using NCS data in this report use the terms nutrition bars and cereal/granola bars. Simmons NCS data on users of cereal/granola bars was compiled from data on users of the leading brands of cereal bars.

Methodology

The consumer data in this report come from several sources. These include the Packaged Facts National
Online Consumer Survey conducted in November 2014. These surveys reflect a panel of 2,000 U.S. adults (age 18+) that is balanced to the national population on the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, marital status, presence or absence of children in the household and household income.

Another source of consumer data in this report is the Simmons NCS for Summer 2014 (and Summer 2009 and Spring 2004 in the case of 5- and 10-year-trend tables and figures) from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the U.S. population.

Retail sales figures credited to IRI (Chicago, IL) are based on IRI aggregated multi-outlet (MULO) sales tracking, which represents sales through U.S. supermarkets, drugstores (including Walgreens, CVS, and Rite Aid), mass merchandisers (Walmart, Target, Kmart, and Shopko), warehouse clubs (Sam's Club and BJ's, but excluding Costco), dollar stores (excluding Dollar Tree), and military commissaries.

The report is also based upon data collected from field surveys of food retailers in various channels as well as a wide range of industry sources, including company websites, trade publications, business newspapers and magazines, consumer blogs, and annual reports, 10Ks and other releases from public companies.

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