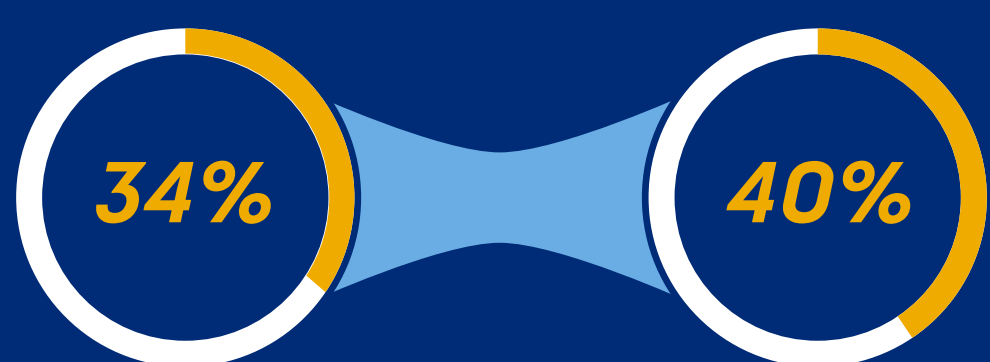


TOP 5 NUTRITION BAR INSIGHTS

Europe, Middle East and Africa are among the fastest growing bar markets with sales of almost €3 billion by 2020.¹ 'High-protein' continues to dominate and is amongst the top three claims made by snack bars globally.²

So how can your company stand out from the crowd in the ever-growing bar market? The experts at Glanbia Nutritionals have put together our top 5 insights to help get your started on creating the next bar blockbuster!

1. FEEL GOOD BARS



34% of consumers agree that **mental wellbeing** is more important than **physical wellness**.³

40% of consumers agree that food with added **functional health claims** help them to follow a **healthier lifestyle**.⁴

There are opportunities for bar formulation recipes that are linked with supporting **mental**, as well as **physical**, health needs.

GUT HEALTH

BOOSTING YOUR MOOD OR IMPROVING MENTAL WELLBEING

ALIGN WITH CONSUMERS' SELF-CARE TRENDS

2. YOUR BAR AND PACKAGING NEED TO BE "INSTAGRAMMABLE."

Mintel's food & drink trend new sensations reviews the **top three ways to engage** the senses and deliver **share-worthy** experiences.



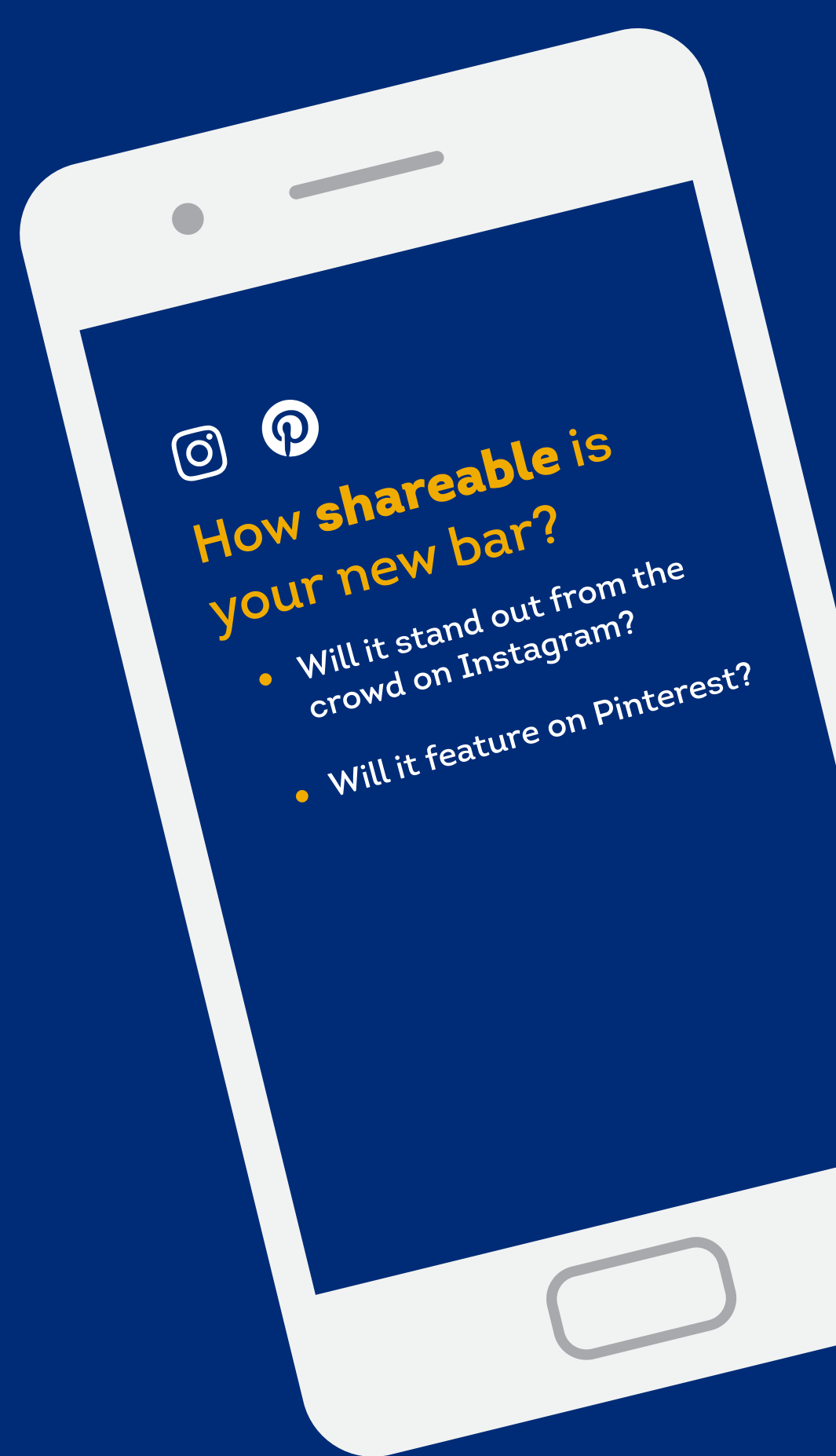
Sweet, savory, sour, bitter, umami: snacks that deliver on **flavour** always win.⁵



The use of **colourful ingredients** such as vegetables or fruits continues to provide something to Instagram about. Snacks that are bright, with contrasting or ombre colours, are getting more **attention**.⁵



New snacks and confectionery that leverage crunchy, creamy, pulpy, foamy, crispy and other textural experiences provide another layer of **interest**.⁵

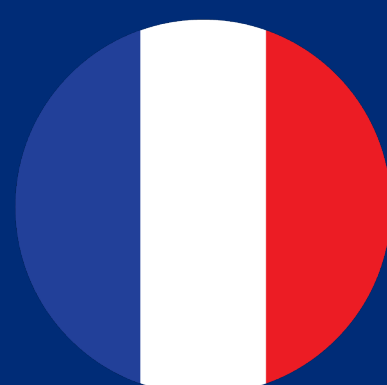


3. KEEP IT SIMPLE

Consumer perception of cereal/snack/energy bars



61% of Spanish consumers say that bars with **natural ingredients** are worth paying more for.⁶



55% of French consumers say they are **too processed**.⁶



43% of Italian consumer believe that **low/no added sugar** is an important factor when purchasing.⁶



4. CONSCIOUS CONSUMER

Sustainability

Sustainability is a long-term trend that continues to permeate consumer consciousness. However, many consumers struggle to know how ethical a company truly is, reflecting the need for increased transparency beyond simple packaging claims.

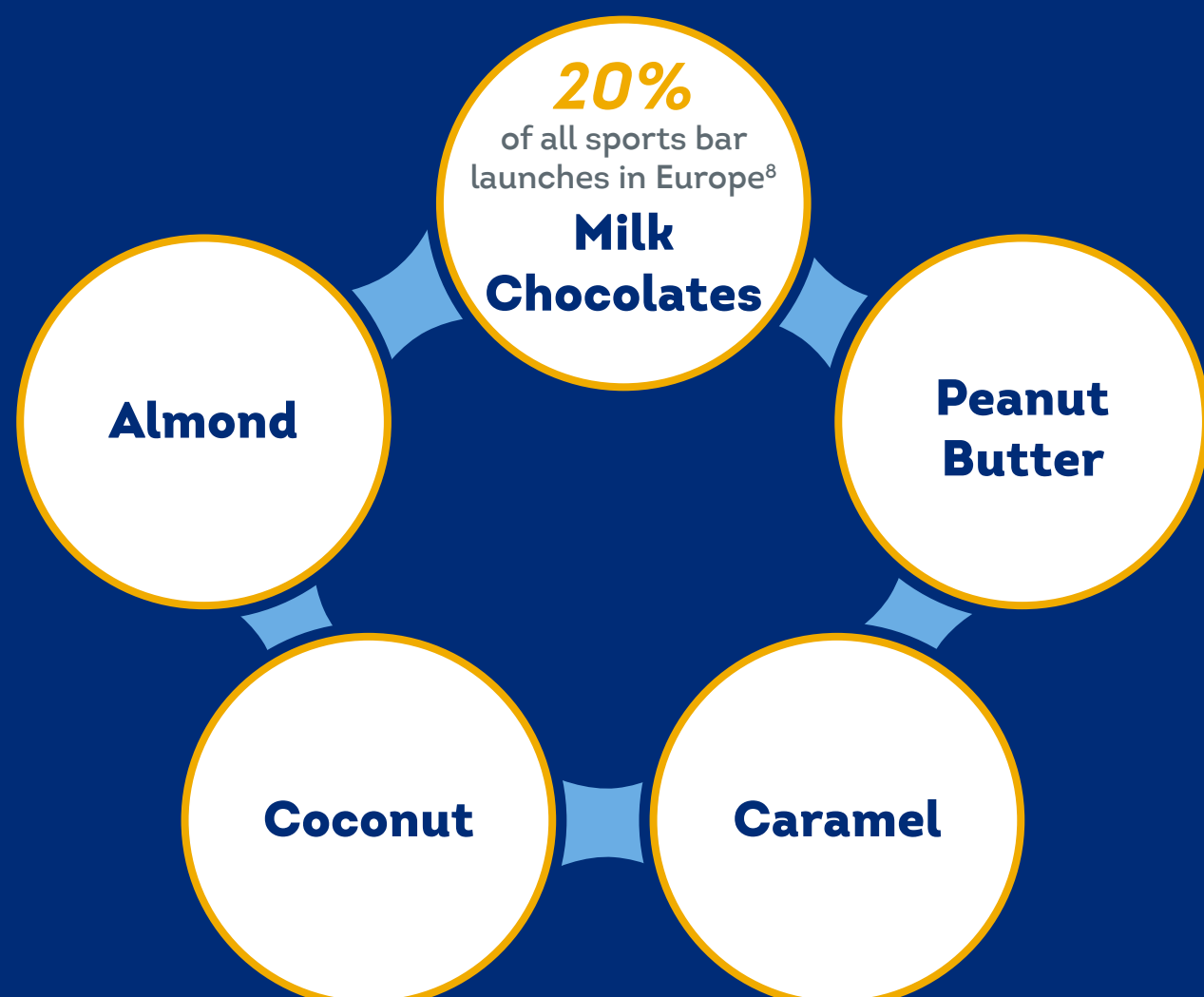
Ethical Claims

There is reason to believe that ethical claims on food are likely to give consumers the impression that the products are of better nutritional value, of higher quality and worth paying more for. This means that Moral Brands not only benefit from the long-term move towards environmental/ethical behaviour, but can also ride on the back of healthy eating trends.



5. TREAT YOURSELF

There is a growing need for convenient, **on-the-go** products which bridge the gap between **health** and **convenience**.



Smaller-sized alternatives

becoming more popular providing gourmet-style indulgence without the same guilt over calories or sugar content as more sizable products.

1/3

Less than a third of snackers agree that "the majority of the snacks" they consume are healthy which suggests that there is a lot of room for balancing healthy and unhealthy snacks.⁹

CHOOSE THE EXPERTS IN BAR FORMULATION

In addition to Insights, Glanbia has the expertise to help you bring your product to market faster. Reach out to us to see how.

Visit us at www.glanbianutritionals.com/barsolutions

1. Mordor Intelligence, European Snack Bar Market, March, 2018
 2. Mintel, Future of Cereal Energy & Snack Bars, December, 2018
 3. Lightspeed/Mintel, 2018 Base : 2,000 internet users aged 16+
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 5. Mintel, Six Trends Snack Manufacturers Need to Know Right Now, May, 2019
 6. Lightspeed/Mintel, 2019 Base : 1,610 internet users aged 16+
 7. Mintel Global New Product Database, 2019
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 9. Lightspeed/Mintel, 2019 Base : 1899 internet users aged 18+