

OUR VIEW ON THE **US BAR** MARKET

The Top 6 Trends in Bars



High Protein & High Fiber



Kids



Refrigerated



Real Food Ingredients

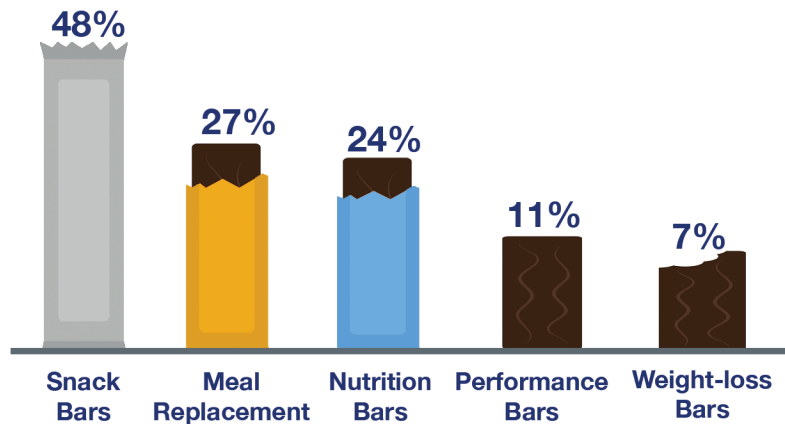


Plant Protein



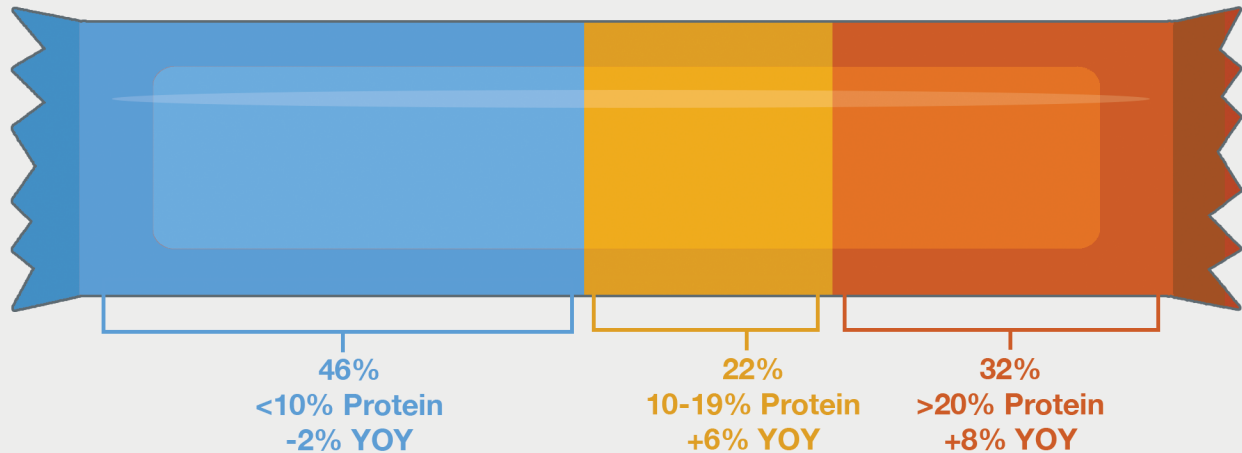
Wafers

Snack, Meal Replacement & Nutrition Bars Are the Most Popular²



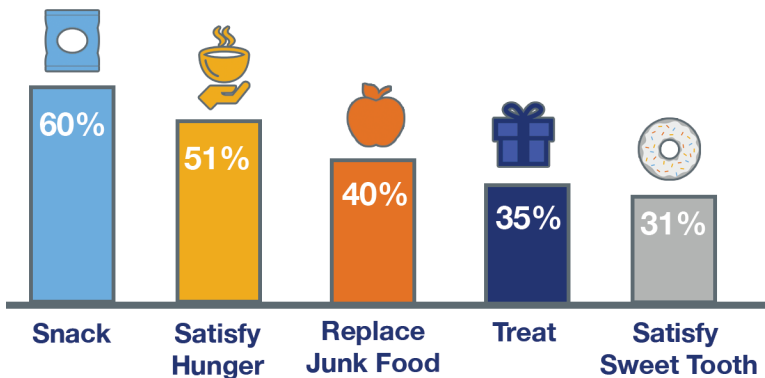
The US Bar Category Reached \$9.6B in 2019¹

Share of Market by Protein Content

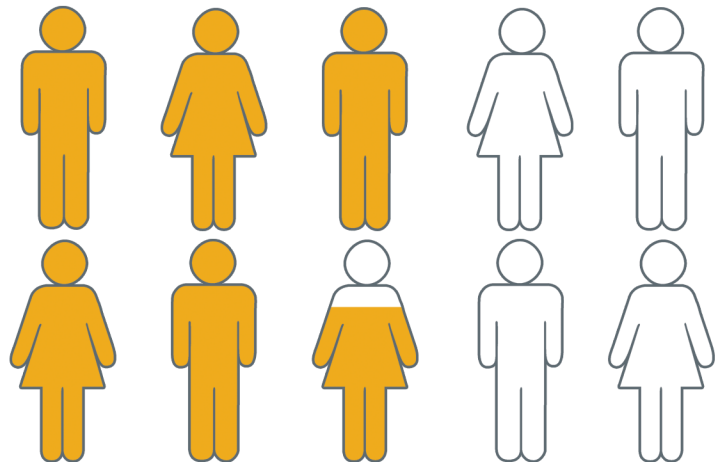


Adults Primarily Eat Bars to Snack & Satisfy Hunger

Reasons for Bar Consumption²



57% of Bar Eaters Are Under 45²



Sources: 1. SPINS Scan Data; 52 weeks ending Jun 16 2019 & Glanbia internal estimates.

2. Mintel Feb 2019, Snack Nutrition and Performance Bars

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