



Highlights

- Mintel recommends that snack bars can maintain their positioning in the market during this COVID-19 era if they focus on providing “convenient nutrition” to their products.
- Meal replacement bars are transitioning into a smart/complete nutrition bars as some ingredients such as Huel and Soylent are having a stronger presence in the market.
- Mintel features smart nutrition bars and weight management meal bars in the market.
- The report mentioned that “nutrient-dense” is an appealing on-pack differentiators for better-for-you snack bars.

Nutrient-dense meal bars can win over at-home snackers

Smart nutrition bars that overtly claim to be ‘nutrient-dense’ can provide quick and healthy meal/snack fixes for at-home consumers.



Photo by Ella Olsson of Pexels

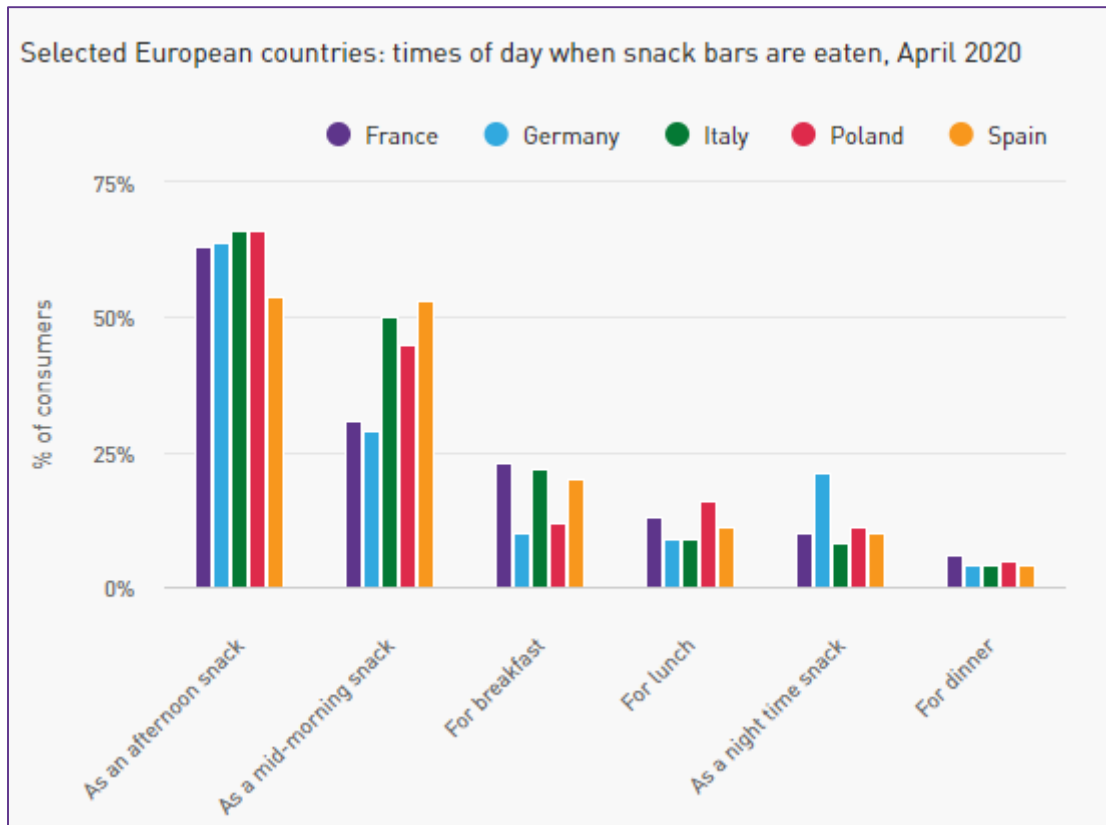
Snack bars can be more than just a snack

Snack bars, as the category name implies, are typically eaten as a snack food. For example, the majority of snack bar consumers across the key continental European markets eat snack bars as an afternoon treat, whereas considerable potential exists to more strongly position snack bars as a (mini) meal substitute.

Indeed, two fifths of German and Polish snack bar eaters claim they have eaten snack bars as a meal replacement and a third of snack bar consumers in Germany, Italy and France express their interest in trying a snack bar that can replace a nutritionally balanced meal.

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Base: internet users 16+ who ate snack bars in the past three months (568 in France; 1,245 in Germany; 761 in Italy; 919 in Poland; 661 in Spain)

Source: Lightspeed/Mintel

Smart nutrition, seen as the evolution of meal replacements, provides new growth opportunities for snack bars

Delivering on convenience and affordability, complete nutrition bars such as Huel serve as a good representation of the smart nutrition concept. These bars might be seen as an upgraded extension of survival food bars and brands that were originally created to fight malnutrition (eg Nestlé's Milo).

In the COVID-19/post-COVID-19 era, smart nutrition bars can address the cooking-at-home fatigue factor, substituting a (mini) meal or two while still providing nutritional power.

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“Meal replacements are well established but historically targeted towards weight management or foods for special medical purposes. Smart nutrition focuses on taking the concept of meal replacement and evolving it to the needs of the time-poor, convenience-focused consumer who wants optimized nutrition in a no-cook format.”

- Rick Miller, Food & Drink Associate Director for Specialized Nutrition

Smart nutrition bars are creating their own market space



'Your meal bar'

Feed Lemon Bar:

'100% of your nutritional needs. Morning. Midday. Afternoon. Evening. Night. Balanced. Convenient. On the go. To have more time' (France).

'Complete food'

Saturo Bar:

'Imagine being able to rid yourself of unnecessary questions like 'What should I eat?', 'What should I cook?', or 'What should I buy?', while still providing your body with all the nutrients it really needs.' (Czech Republic).



'A mini meal'

Soylent Squared:

'Small in size, big on nutrition, Soylent Squared allows you to design the meal you need when you need it; at 100 calories each, you can have 1-2 for a healthy snack or 3-4 for a complete meal' (US).



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'Smart nourishment' for children

Beyond smart nutrition bars targeting adults, opportunities also exist to create quick meal/snack solutions in a bar format that target children and their health-conscious parents, as seen in the example of a new range from Cerebelly that includes two special flavors that are part of the Cerebelly x Peppa Pig collaboration.

Each fruit and veggie bar fuels 'a developing brain and body' with 10-12 brain-supporting nutrients, 0g of added sugar, 3g of protein and 3g of fiber.

'The world's first snack bar was developed by a neurosurgeon, mom-of-three, and full of all the good stuff, none of the bad stuff'.



Due to concerns about putting on weight as a result of the COVID-19 outbreak, weight management brands such as SlimFast, Atkins, and Herbalife can find greater success.



Helps to control weight

Siken Yogurt and Apple Meal Substitute Bar

Features 11 vitamins, 15 minerals, glucomannan and chitosan, is rich in fiber and contains 123kcal per bar (Spain).

'Complete food'

Saturo Bar:

'Imagine being able to rid yourself of unnecessary questions like 'What should I eat?', 'What should I cook?', or 'What should I buy?', while still providing your body with all the nutrients it really needs' (Czech Republic).



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'The first bar for intermittent fasting'

Fast Bar Intermittent Fasting Bar

Features a proprietary blend of premium nuts and other nutritious ingredients at scientific portions of macro and micronutrients. It provides nourishment and supports fasting goals (US).

'Nutrient-dense' as a promising on-pack differentiator

As explained in more detail in Mintel's 2021 Global Food and Drink Trend Feed the Mind, both 'mindful' and 'nutrient-dense' will become trending buzzwords across food and drink since more people are adopting psychological approaches to healthy eating.

The British Nutrition Foundation's Quality Calorie Concept, for example, encourages consumers to look not just at the number of calories but also the nutrient content. There lies therefore shared responsibility on food

and drink companies to improve the nutrient density of their products and to help consumers make healthier choices every day that will enhance the nutritional quality of their diets.

Consequently, potential exists for smart nutrition bars to more overtly adopt the concept of nutrient density to become a more mainstream choice for at-home snackers.

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Smart nutrition bars can experiment with 'nutrient-dense' as an on-pack claim

Symmetree Bar Pecan Pie Bar (US)'



As seen in two examples from the US, Symmetree Bar and Thrive Tribe, nutrient-dense can become a promising on-pack differentiator in the better-for-you snack bar space, since more brands are leaning towards positive nutrition.

Thrive Tribe Maple Walnut Paleo Snack Clusters (US)



This approach is expected to resonate with consumers who are looking for quick and healthy meal/snack fixes.

In Italy and Spain, half of consumers agree that eating snack bars is a good way to boost your nutritional intake.

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The opportunity

Smart nutrition bars that clearly highlight their nutrient density can fill the gap for (mini) meal replacements that address the needs

of stay-at-home consumers who are health-conscious and busy, as well as those experiencing cooking fatigue.

DTI –EMB recommends

- Due to the COVID-19 Pandemic, Filipinos are becoming more health conscious on their food intake, it will be an opportunity for PH ready-to-eat snack suppliers to invest on nutritious ingredients on their products.
- Even after pandemic, more consumers would want to see immune-boosting products in their snacks. Therefore, brands should consider new product developments that will focus on nutrition and health positioning.



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