

# The Grocer

**Focus On: Snack bars by Rob Brown ([robert.brown@rob\\_j\\_a\\_brown@hotmail.com](mailto:robert.brown@rob_j_a_brown@hotmail.com)) and Natalie Brown ([natalie.brown@live.co.uk](mailto:natalie.brown@live.co.uk))**

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**Submissions deadline:** 15 February

**Online Listicle to go live on 9 March:** What are the main innovations & how are they shaping the market

## The Story

Talk about a crowded market. It seems barely a day goes by without the arrival of a new snack bar claiming to offer the holy grail of great taste alongside solid health credentials. But in this ever more competitive market, survival is tough. So what determines if a snack bar survives in this crowded marketplace? Which innovations can stand the test of time? And what are the common factors behind a successful snack bar?

### Key themes:

**Innovation:** There is no shortage of innovation in the snack bar market. What have been the top launches of the past year, and what about them appeals to consumers? Conversely, have any innovations failed to make the grade?

**Health:** Appealing to the health-conscious crowd is key to snack bar success. But what really is a healthy bar? How do the major players stack up in terms of nutritional content? Was Hugh Fearnley-Whittingstall right when he called out many so-called healthy offerings for being no more virtuous than a Mars bar?

**Start-ups:** A number of small companies are entering the snack bar market with unusual ingredients and recipes. What chance do they have of standing out in this crowded arena?

**Ingredients:** Chia seeds, ancient grains and jujube dates are just some of the many unusual ingredients making their way into snack bars. Which are the most on-trend, and which hold the most appeal with shoppers?

**Funding examples:** We investigate four companies, looking at how much they raised and when, and what they are doing with their investment.

**Kantar data:** Using Kantar commentary, we explain the reasons behind the rise and fall of the different sub-categories.

**Nielsen data:** Using Nielsen commentary, we explain the reasons behind the rise and fall of the top 10 brands.

### Innovations:

We identify four new products that ideally have not appeared in The Grocer before. including launch date, image and RSP.