

# The Grocer

## Focus On Snack Bars

Megan Tatum (wordsbymegantatum@gmail.com)

**Publishing:** 15 March 2025

**Advertising deadline:** 28 February 2025

**Submissions deadline:** 21 February 2025

**Snack bar players have a lot to chew over. Seven of the top ten brands have achieved value and unit growth in the past year. How? Are they turning a profit? Retailers are selling fewer units at total category level, and value growth has chiefly been the result of higher prices. Profits are becoming harder to come by, with some brands resorting to shrinkflation or cost-cutting and rebranding exercises to pep things up. What, specifically, is driving costs up for snack bars? And what challenges and opportunities does the coming year have in store?**

**Health versus indulgence:** Kantar's analysis shows that 'treat' snacking occasions have hit a five-year high as people seek indulgence as a diversion from their financial woes. We will explore people's motivations for consuming snack bars, how these are changing and how snack bar brands should respond to growing demand for indulgence.

**Kids snack bars:** Kids snack bars are in strong growth, led by some of the big players. What's driving this growth? And what impact will the HFSS ban on online advertising have on less healthy kids' snacks?

**Brands versus own label:** Kantar's analysis shows that brands are out-performing own label in snack bars. This feature will explore why this is, which brands are in strongest growth and how they are achieving this.

**HFSS:** In October, paid-for online ads for HFSS products will be banned. Which snack bars will be affected? How hard will it hit them? Will they reformulate? Who's reformulated so far and how are they doing?

**Cost pressures:** Kantar's analysis shows that snack bar prices have been rising again since August 2024, despite the general easing of inflation across the wider grocery market in the last year or so. This feature will explore what's driving costs up for snack bars manufacturers in terms of raw materials, energy, logistics, etc.

**Innovation:** This feature will pay close attention to the latest trends in the market and how this is playing out in terms of product innovation. We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.