

# Consumer Sentiment Analysis of Protein Bars in India

Diana Lionel

MTech Biotechnology

# Consumer Sentiment Analysis of Protein Bars in India

## Project Objective:

To analyze customer reviews of top protein bar brands in India — **The Whole Truth**, **Yogabar**, and **RiteBite** — to uncover common consumer perceptions, product pain points, and satisfaction drivers, based on actual Amazon reviews.

## Brands and Variants Analyzed:

Each brand focuses on peanut-based bars:

- **The Whole Truth** – Peanut Cocoa
- **Yogabar** – Peanut Butter
- **RiteBite** – Peanut Butter

## Data Collection Approach:

- **Source:** Manually copied Amazon customer reviews
- **Timeframe Considered:** Reviews from the past 1–3 years, where available.
- **Exclusions:** Variety packs and unrelated product formats.
- **Criteria:** Focused on individual flavor/variant for brand-specific feedback.

# The Whole truth- Peanut Cocoa



I have had many protien bars and many of them had so different **chemicals** and stuff and not even sure what protien they used. This brand seems to be really committed to provide quality product and I'm all for it. Pricing is promising, **packaging and presentation** is just great, and feels like home made. I will be purchasing more and more from this brand, hopefully I can see other flavours from their website added on here!

These protein bars are so **yummy**, i swear they feel like eating peanut flavoured brownies. Not to mention the **100% clean ingredients** used in them. So goood!

Yes, they are quite good, but the **price make them impractical** for most. Would make a little more sense if they were to give 6 bars at this price. A box of 5 is too little. You are better off buying the best protein powder and mixing it with whatever you love than sticking with bars.

Amazing **taste** and **great packaging** done.

# Yoga Bar-Choco Peanut Bar (1/2)



First time ever bought this much **tasty** and healthy protein bar with content **20g of protein** in just one bar that's unbelievable. Now I take everyday after workout. So fulfilling so tasty so healthy and that also **without sugar** and in middle of bar you taste tempting peanut butter I **feel full for longer** time this is now my on go breakfast after workout quality is also very good nice packing worth it

**Delicious** protein bar

It tastes like dessert so it is on the **sweeter side**

Not a lot of peanut butter flavor but I don't mind. slight artificial vanilla flavor but I personally like it.

Really like the crispy **soy crisps**, they add a great textur

Style I love the idea of protein bars, most are **cloyingly sweet**, probably to mask the poor taste. This is no exception.

# Yoga Bar-Choco Peanut Bar (2/2)



Sorry to give 1 star, actually was hyped with this product and ordered two packs..I found these issues with the product ...its totally My perception ..

1) **Maltitol** -This literally doesnt digest in your intestines and ferments and **generates gas..**literally after eating this bar i was **suffering with gas** for longer time.Asking yogabar to use natural sweetners than these sugar alcohols .

2)i dont know how its a peanut bar **not even flavour of peanut** i was getting ..its basically like a choco covered wafer and chewy.

3)the bar is not hard not soft but in middle of it and its **worse chewy..**

Overall 1/5 ..yogabar needs to use different sweetner ..

I had better opinion about Yogabar. This one has **hydrogenated vegetable fat** as ingredient which is totally avoidable. Also has **maltitol** which is **not healthy sugar substitute**. Skip and look for better alternatives

# RiteBite- Peanut butter



The bar itself **tastes amazing**, and really gives you a sense of **satiety** once you've eaten it. But I think there's an issue with either the protein or the maltitol that's added to the bar because it will make you incredibly **gassy and bloated**. The flatulence lasts the entire day until your body is done digesting the bar, and it's overall really uncomfortable. If it weren't for the **side effects**, I would repurchase it, but it's a no go for me.



Definitely **keeps me full** for at least 3 hours. By the time, I finish the bar, I got headache because it's too **hard to chew**. I prefer and suggest the 10g protein from the same brand.

I bought this product because I wanted to try Peanut Butter Protein Bar.

I have tried lots of of Peanut Butter companies and I thought I should test a Peanut Butter Protein Bar as well.

But to my my utter disappointment this is a very **bad tasting** Protein Bar.

The taste is not as near the Peanut Butter taste that you get from an original Peanut Butter.

It is quite rich in protein, but it **taste bad and not easy to chew**

The **taste** of this bar is **extremely good**. The sweet and savoury taste is exemplified with its nutritional benefits. Love RiteBite and their bars.

# Key Findings



Common Praise	Common Complaints
Tasty	Expensive
Nice Packaging and Presentation	
100% Clean ingredients/ Chemical free	



Common Praise	Common Complaints
Satiety	Too Sweet
Tasty	Unhealthy ingredients (hydrogenated vegetable fat, Maltitol)
	Gas/Bloating
	Hard to Chew



Common Praise	Common Complaints
Satiety	Some say-Bad Taste
Some say-Good taste	Hard to chew
	Gas/Bloating

# Conclusion

Protein bars in the Indian market serve health-conscious consumers, but **texture (chewiness)** , **excessive sweetness, unhealthy ingredients** are frequent issues across brands. Brands like **The Whole Truth** are praised for their **clean label, Packaging** but face criticism for being **expensive**. Yogabar and Ritebite are praised for **Satiety** however they face criticism for issues like **Bloating/Gas, chewiness**