Category close-up

Snack bars

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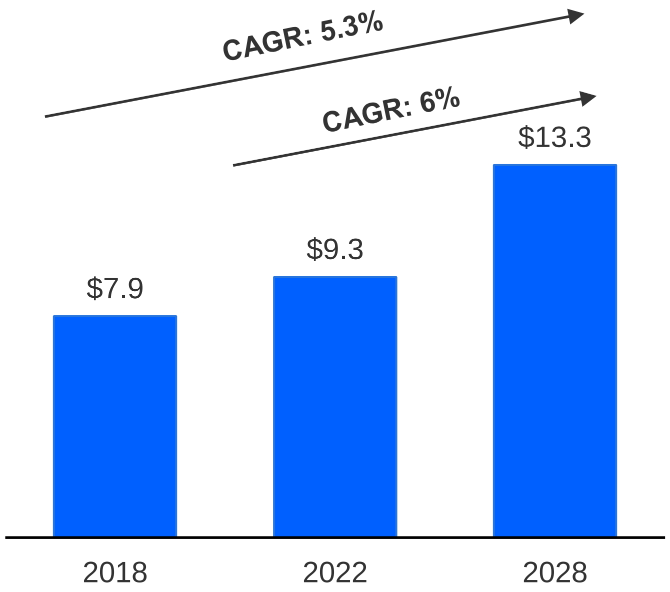
Category Insights

June 2023

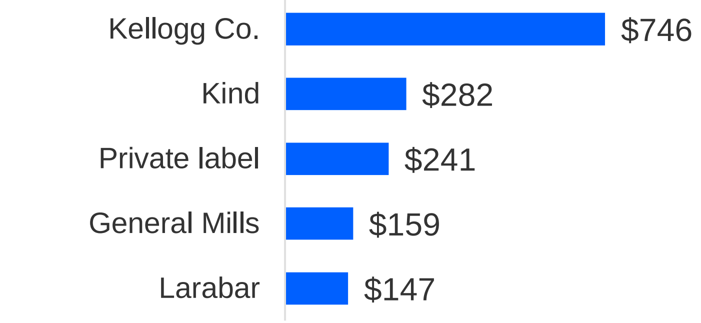
Snack bars category: Size, share, and growth

The US snack bar category is projected to keep growing until 2028, with cereal bars being the most purchased type in the last four weeks

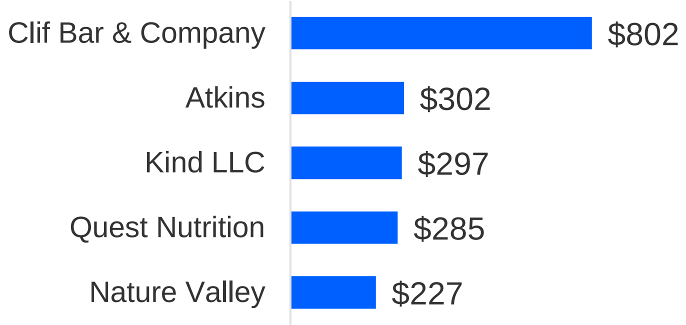
US Snack Bar Market Size
(sales, USD, billions)



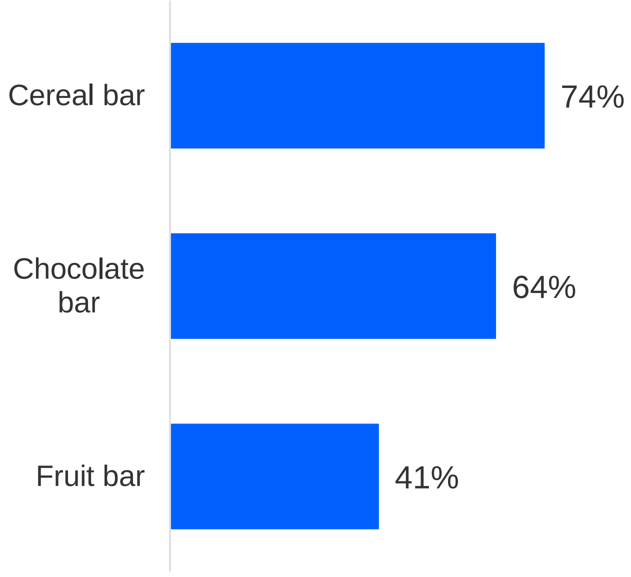
Leading Breakfast, Cereal, and Snack Bars in US (2021-22 sales, USD, millions)



Leading Nutritional/Intrinsic Health Value Bar Vendors in US (sales in USD millions, 2022)



Snack Bars Type
(purchased in the last four weeks, May 2023)

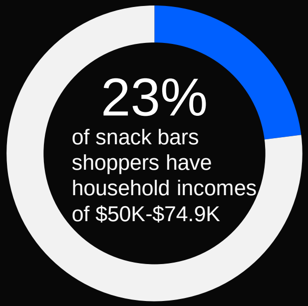


Source: Technavio; Statista (IRI, Snack Food & Wholesale Bakery, 52 weeks ending March 30, 2022, for cereal bars; 52 weeks ending May 21, 2022, for health bars); Category IQ Monthly Pulse, May 2023

Snack bars shoppers skew middle household income, Gen X, and Amazon Prime members

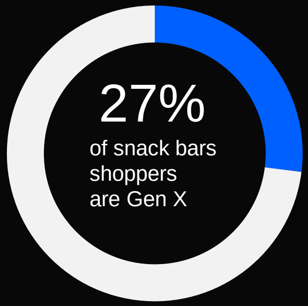
Household income

Snack bars shoppers overindex on household incomes of $50K-$74.9K.



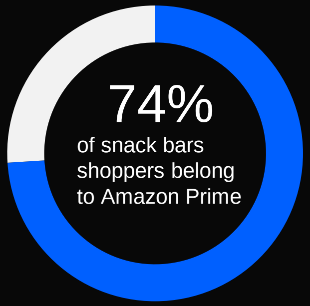
Generation

Snack bars shoppers overindex on Gen X.



Prime membership

Close to three-quarters of snack bars shoppers are Amazon Prime members.



Snack bars shopper demographic profile

		All shoppers of edible groceries	Snack bars shoppers
HH income	<$25K	16%	20%
	$25K-$49.9K	21%	26%
	$50K-$74.9K	16%	23%
	$75K-$99.9K	13%	12%
	$100K+	34%	20%
Generation	Gen Z (born after 1996)	10%	9%
	Millennials (born 1979-96)	33%	35%
	Gen X (born 1965-78)	21%	27%
	Boomers (born 1946-64)	32%	27%
	Matures (born before 1946)	5%	4%
Ethnicity	White non-Hispanic	65%	77%
	Black non-Hispanic	12%	15%
	Hispanic	16%	21%
Residence	Rural/small town	30%	31%
	Large town/suburb	48%	49%
	Urban/city	22%	21%
Gender	Male	47%	47%
	Female	52%	53%
Amazon Prime members		63%	74%
Kids in household		35%	36%

Significantly < vs. all shoppers (95% confidence level)

Significantly > vs. all shoppers (95% confidence level)

Source: ShopperScape, January/April/July/October 2022; Category IQ Monthly Pulse, May 2023

Snack bars category: Key trends and dynamics

Consumer trends

- Amid an increased demand for healthy foods, shoppers desire functional ingredients in snack categories.
- Plant-based, clean, high protein, vegan, non-GMO, organic, and low sugar are among characteristics shoppers look for.
- Snack bars fill the need for on-the-go snacks and provide nutrients and energy.
- Snacking is beginning to replace meals, especially among younger shoppers, so snacks that provide greater nutrition will become more desirable.
- Close to all US adults (95%) snack at least once a day, and 75% say they always find room in the budget for snacks.

Key innovations

- As concern over food allergies grows, manufacturers such as General Mills are responding by moving products like Annie's bars to peanut-free production facilities.
- Kellogg's recently introduced a series of soft-baked breakfast bars that include vegetables.
- Innovation in flavors, textures, and indulgent properties are helping to create an alternative to sweet confectionery snacks.
- In Q4 2022, Balanced Tiger launched a vegan, gluten-free protein bar infused with 1,500 mg of functional mushrooms.

Segment dynamics

- Whole seeds, low sugar, protein, and overall nutrition were key category trends at the Fancy Food show.
- Organic products targeting to toddler nutrition are becoming common.
- Refrigerated and collagen bars can represent opportunities for growth.
- MadeGood launched a vegan, gluten-free organic breakfast line free of common allergens.
- Kind has introduced a new protein bar, soft-baked squares, and grab-and-go granola packs. All are plant-based.
- Clif Bar & Co. launched its Clif Kid Zbar line in 2022 with a blueberry muffin SKU.

Channel dynamics

- Price increases are pushing dollar growth in this category while volume sales are soft.
- As shoppers look for value, promotional strategies can be key.
- The pandemic led to growth in online sales of snack bars, but mass and dollar stores remain among the go-to channels for this category.

Source: Mordor Intelligence; Snack Food & Wholesale Bakery; FlavorSum; Food Business News (Mintel); Baking Business; Food Navigator "State of Snacking" report; Category IQ Monthly Pulse, May 2023

Walmart snack bars shopper demographic profile

White non-Hispanics

Three-quarters of Walmart's snack bars shoppers are white non-Hispanics.

Gen X

Walmart snack bars shoppers overindex on Gen X versus all Walmart shoppers

Walmart, Norristown, Pa., June 2023

Note: Includes Walmart, Walmart Supercenter, and Walmart Neighborhood Market shoppers

		All Walmart shoppers	All Walmart snack bars shoppers	Snack bars shoppers	All Walmart snack bars shoppers
HH income	<$25K	16%	20%	20%	20%
	$25K-$49.9K	23%	28%	26%	28%
	$50K-$74.9K	17%	24%	23%	24%
	$75K-$99.9K	13%	11%	12%	11%
	$100K+	31%	18%	20%	18%
Generation	Gen Z (born after 1996)	10%	9%	9%	9%
	Millennials (born 1979-96)	33%	38%	35%	38%
	Gen X (born 1965-78)	22%	29%	27%	29%
	Boomers (born 1946-64)	32%	22%	27%	22%
	Matures (born before 1946)	4%	3%	4%	3%
Ethnicity	White non-Hispanic	66%	75%	77%	75%
	Black non-Hispanic	12%	17%	15%	17%
	Hispanic	17%	20%	21%	20%
Residence	Rural/small town	33%	35%	31%	35%
	Large town/suburb	47%	46%	49%	46%
	Urban/city	20%	18%	21%	18%
Gender	Male	45%	48%	47%	48%
	Female	54%	52%	53%	52%
Amazon Prime members		63%	77%	74%	77%
Kids in household		37%	39%	36%	39%

Significantly < vs. all Walmart shoppers (95% confidence level)

Significantly > vs. all Walmart shoppers (95% confidence level)

No significant differences vs. all category shoppers (95% confidence level)

Source: ShopperScape, January/May/July/October 2022; Category IQ Monthly Pulse, May 2023

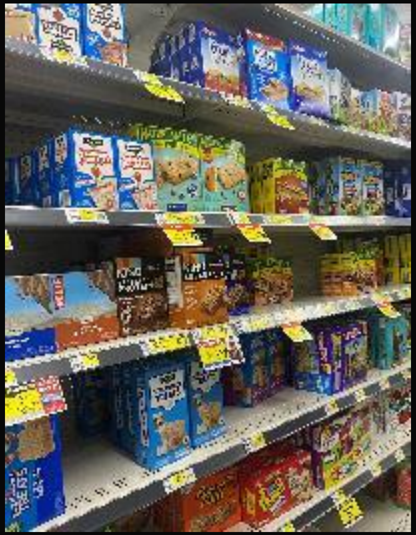
Dollar General snack bars shopper demographic profile

Hispanic shoppers

Hispanic shoppers overindex among Dollar General snack bars shoppers.

Prime membership

Four-fifths of Dollar General snack bars shoppers are Amazon Prime members.



Dollar General, Coatesville, Pa., June 2023

		All Dollar General shoppers	All Dollar General snack bars shoppers	Snack bar shoppers	All Dollar General snack bars shoppers
HH income	<$25K	23%	23%	20%	23%
	$25K-$49.9K	28%	32%	26%	32%
	$50K-$74.9K	16%	20%	23%	20%
	$75K-$99.9K	11%	10%	12%	10%
	$100K+	23%	15%	20%	15%
Generation	Gen Z (born after 1996)	13%	14%	9%	14%
	Millennials (born 1979-96)	39%	41%	35%	41%
	Gen X (born 1965-78)	22%	24%	27%	24%
	Boomers (born 1946-64)	23%	18%	27%	18%
	Matures (born before 1946)	3%	4%	4%	4%
Ethnicity	White non-Hispanic	60%	69%	77%	69%
	Black non-Hispanic	18%	19%	15%	19%
	Hispanic	18%	27%	21%	27%
Residence	Rural/small town	44%	32%	31%	32%
	Large town/suburb	35%	45%	49%	45%
	Urban/city	21%	23%	21%	23%
Gender	Male	45%	45%	47%	45%
	Female	54%	55%	53%	55%
Amazon Prime members		63%	80%	74%	80%
Kids in household		41%	42%	36%	42%

Significantly < vs. all Dollar General shoppers (95% confidence level)

Significantly > vs. all Dollar General shoppers (95% confidence level)

No significant differences vs. all category shoppers (95% confidence level)

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Source: ShopperScape, January/May/July/October 2022; Category IQ Monthly Pulse, May 2023

Target snack bars shopper demographic profile

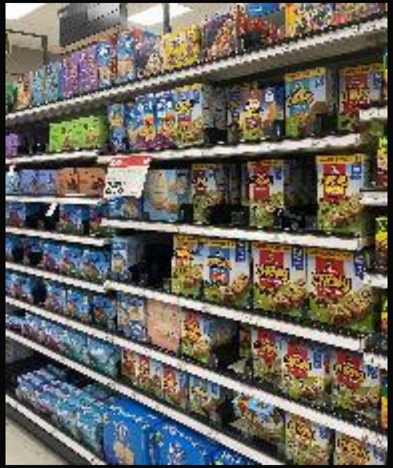
Large town/suburb

Target snack bars shoppers tend to live in large towns or suburbs.

Prime membership

Over 90% of Target snack bars shoppers are also Amazon Prime members.





Target, Phoenixville, Pa., June 2023

		All Target shoppers	All Target snack bars shoppers	Snack bars shoppers	All Target snack bars shoppers
HH income	<$25K	11%	9%	20%	9%
	$25K-$49.9K	19%	17%	26%	17%
	$50K-$74.9K	16%	25%	23%	25%
	$75K-$99.9K	15%	17%	12%	17%
	$100K+	39%	32%	20%	32%
Generation	Gen Z (born after 1996)	12%	15%	9%	15%
	Millennials (born 1979-96)	40%	45%	35%	45%
	Gen X (born 1965-78)	21%	26%	27%	26%
	Boomers (born 1946-64)	24%	13%	27%	13%
	Matures (born before 1946)	3%	1%	4%	1%
Ethnicity	White non-Hispanic	63%	74%	77%	74%
	Black non-Hispanic	10%	15%	15%	15%
	Hispanic	19%	30%	21%	30%
Residence	Rural/small town	23%	10%	31%	10%
	Large town/suburb	52%	62%	49%	62%
	Urban/city	25%	28%	21%	28%
Gender	Male	45%	49%	47%	49%
	Female	54%	51%	53%	51%
Amazon Prime members		70%	91%	74%	91%
Kids in household		43%	45%	36%	45%

Significantly < vs. all Target/all category shoppers (95% confidence level)

Significantly > vs. all Target/all category shoppers (95% confidence level)

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Source: ShopperScape, January/May/July/October 2022; Category IQ Monthly Pulse, May 2023

Retailer tables

		All shoppers of edible groceries	Snack bars shoppers	All Walmart snack bars shoppers	All Dollar General snack bars shoppers	All Target snack bars shoppers	All Amazon snack bars shoppers	All Dollar Tree snack bars shoppers
HH income	<$25K	16%	20%	20%	23%	9%	17%	18%
	$25K-$49.9K	21%	26%	28%	32%	17%	22%	34%
	$50K-$74.9K	16%	23%	24%	20%	25%	22%	21%
	$75K-$99.9K	13%	12%	11%	10%	17%	15%	8%
	$100K+	34%	20%	18%	15%	32%	25%	19%
Generation	Gen Z (born after 1996)	10%	9%	9%	14%	15%	9%	10%
	Millennials (born 1979-96)	33%	35%	38%	41%	45%	46%	50%
	Gen X (born 1965-78)	21%	27%	29%	24%	26%	31%	26%
	Boomers (born 1946-64)	32%	27%	22%	18%	13%	12%	15%
	Matures (born before 1946)	5%	4%	3%	4%	1%	2%	0%
Ethnicity	White non-Hispanic	65%	77%	75%	69%	74%	80%	61%
	Black non-Hispanic	12%	15%	17%	19%	15%	11%	27%
	Hispanic	16%	21%	20%	27%	30%	25%	26%
Residence	Rural/small town	30%	31%	35%	32%	10%	28%	24%
	Large town/suburb	48%	49%	46%	45%	62%	51%	57%
	Urban/city	22%	21%	18%	23%	28%	22%	19%
Gender	Male	47%	47%	48%	45%	49%	57%	50%
	Female	52%	53%	52%	55%	51%	43%	50%
Amazon Prime members		63%	74%	77%	80%	91%	89%	73%
Kids in household		35%	36%	39%	42%	45%	45%	47%

KANTAR SHOPPERSCAPE®

Source: ShopperScape, January/May/July/October 2022; Category IQ Monthly Pulse, May 2023

Significantly < vs. all category shoppers (95% confidence level)

Significantly > vs. all category shoppers (95% confidence level)

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