"### Key Findings\n\nBuilt Bars are highly favored by consumers for their taste and nutritional profile. They are often described as tasting better than candy bars while being lower in calories (130-180 calories per bar) and high in protein (16-19 grams per bar). The bars are also noted for their unique chocolate-covered marshmallow texture, which sets them apart from other protein bars. Consumers appreciate the variety of flavors available, with some flavors like Banana Cream Pie and Coconut Puff receiving specific praise for their taste and texture.\n\n### Customer Profiles\n\n1. \*\*Fitness Enthusiasts\*\*: These customers prioritize high protein content and low-calorie snacks to support their fitness goals. They appreciate the nutritional benefits of Built Bars, such as high protein and low sugar content.\n\n2. \*\*Weight Watchers\*\*: Individuals focused on weight management are drawn to Built Bars for their low-calorie count and satisfying taste, which helps them adhere to dietary restrictions without feeling deprived.\n\n3. \*\*Snack Lovers\*\*: This segment includes consumers who enjoy snacking and are looking for healthier alternatives to traditional candy bars. They are attracted to the taste and texture of Built Bars, which mimic indulgent treats.\n\n4. \*\*Diet-Conscious Consumers\*\*: These customers are concerned with the nutritional content of their food, including sugar alcohols and fiber. They choose Built Bars for their balanced macros and low sugar content.\n\n### Competitor Insights\n\n1. \*\*Quest Bars\*\*: Known for their high protein and fiber content, Quest Bars are a direct competitor. They are praised for their nutritional profile but often criticized for their texture, which some find too chewy or artificial. [Source](https://www.setforset.com/blogs/news/built-bar-review)\n\n2. \*\*RXBAR\*\*: These bars are marketed as clean-label products with minimal ingredients. They are appreciated for their natural ingredients but can be considered too dense or sticky by some consumers. [Source](https://randaderkson.com/built-bar-review/)\n\n3. \*\*ONE Bars\*\*: Known for their variety of flavors and high protein content, ONE Bars are a popular alternative. However, they can be criticized for their aftertaste and use of artificial sweeteners. [Source](https://overtimefitnessandnutrition.com/built-bar-reviews/)\n\n### Product Issues\n\nWhile Built Bars are generally well-received, some consumers have noted issues with the texture, particularly when compared to traditional candy bars. There are also concerns about the use of sugar alcohols, which can cause digestive discomfort for some individuals. Additionally, the product's lifecycle has seen changes in macros and flavors, which may affect consumer loyalty if favorite flavors are discontinued or altered.\n\n### Background\n\nThe analysis was conducted using a combination of consumer reviews from platforms like Amazon and Reddit, as well as expert reviews from nutrition-focused blogs. Key insights were derived from recent reviews to ensure relevance, with particular attention paid to the nutritional profile and taste, which are significant factors in consumer satisfaction. Competitor analysis was supported by expert comparisons and consumer feedback, highlighting both strengths and weaknesses relative to Built Bars."

"### Brand Awareness (Score: 2/3)\n\nBuilt Bar has a moderate presence on Reddit, with discussions primarily occurring in fitness and diet-related subreddits. Here are some insights from the discussions:\n\n1. \*\*Influencer Marketing Concerns\*\*: In a thread on r/gymsnark, users debated whether Built Bars are genuinely good or if their popularity is mainly due to influencer marketing. Some users expressed skepticism about the product's quality, suggesting that its visibility might be artificially inflated by paid promotions. [Source](https://www.reddit.com/r/gymsnark/comments/rgfw9t/are\_built\_bars\_good\_or\_just\_paying\_influencers\_a/)\n\n2. \*\*Flavor and Availability Discussions\*\*: In r/BuiltBars, users frequently discuss their favorite flavors and where to purchase them. For example, one user asked for recommendations on the best Built Puff Bar flavors, indicating a community interest in exploring different options. [Source](https://www.reddit.com/r/BuiltBars/comments/1i3scws/built\_puff\_bar\_opinions/)\n\n3. \*\*Comparisons with Other Protein Bars\*\*: In r/EDAnonymous, a user praised Built Bars for their low calorie and high protein content, comparing them favorably to other protein bars. This suggests that while not the most popular brand, Built Bars are recognized for specific qualities that appeal to health-conscious consumers. [Source](https://www.reddit.com/r/EDAnonymous/comments/uwc4i9/why\_are\_we\_not\_talking\_about\_built\_bars\_literally/)\n\nOverall, discussions focus on flavor preferences, nutritional content, and the influence of marketing, indicating moderate brand awareness with a niche appeal.\n\n### Promoter Sentiment (Score: 3/4)\n\nThe sentiment around Built Bars is generally positive, with users appreciating their taste and nutritional benefits, though some concerns are noted:\n\n1. \*\*Positive Taste Reviews\*\*: Many users on r/Protein and r/BuiltBars praise the taste of Built Bars, likening them to candy bars, which makes them a popular choice for those with a sweet tooth. One user mentioned being surprised by how addictive the bars are due to their candy-like taste. [Source](https://www.reddit.com/r/Protein/comments/1co6ljn/built\_puff\_protein\_bars\_are\_they\_healthy\_thoughts/)\n\n2. \*\*Nutritional Content Concerns\*\*: Some users express disappointment upon discovering that Built Bars use a collagen protein blend, which they feel does not contribute effectively to their protein intake goals. This has led to mixed feelings about the product's nutritional value. [Source](https://www.reddit.com/r/loseit/comments/1l8zhh1/built\_puff\_bars\_not\_complete\_protein/)\n\n3. \*\*Flavor Variety and Satisfaction\*\*: Users frequently discuss their favorite flavors, with brownie batter and coconut being popular choices. This variety in flavors contributes to overall satisfaction, although some flavors like Salted Caramel receive criticism for being too salty. [Source](https://i.redd.it/txhvhea9nqje1.jpeg)\n\nOverall, while the taste and variety are praised, there are mixed reviews regarding the protein content, leading to a generally positive but nuanced sentiment.\n\n### Consumer Engagement (Score: 2/3)\n\nEngagement levels for Built Bar discussions on Reddit are moderate, with users actively participating in flavor discussions and sharing purchasing tips:\n\n1. \*\*Active Flavor Discussions\*\*: In a thread about Built Puff Bars, users actively shared their favorite flavors and purchasing experiences, with the post receiving 13 comments. This indicates a community interested in exchanging personal preferences and recommendations. [Source](https://www.reddit.com/r/BuiltBars/comments/1i3scws/built\_puff\_bar\_opinions/)\n\n2. \*\*Nutritional Content Debates\*\*: A post questioning the protein content of Built Bars sparked a discussion with 20 comments, where users debated the effectiveness of collagen protein, showing engagement in nutritional aspects. [Source](https://www.reddit.com/r/loseit/comments/1l8zhh1/built\_puff\_bars\_not\_complete\_protein/)\n\n3. \*\*Stockpiling and Deals\*\*: A user shared their experience of stockpiling Built Bars due to a favorable deal, which led to 73 comments discussing pricing and availability, highlighting consumer interest in cost-effective purchasing. [Source](https://i.redd.it/txhvhea9nqje1.jpeg)\n\nOverall, engagement is consistent, with users participating in discussions about flavors, nutritional content, and purchasing strategies.\n\n### Social Sentiment Heat Index: 7/10\n\nThe overall sentiment and engagement for Built Bars on Reddit are positive, with users appreciating the taste and variety of flavors, though there are concerns about the protein content. The brand enjoys moderate visibility, with active discussions in niche communities focused on health and fitness."