



What's Next for Snack Bars

Snack bars are a great way to supplement a light meal, to get a boost of energy while on the go or as a quick snack between meals. In recent years, many snack bars have added a 'high protein' claim, tempting consumers who are looking for an easy source of protein.

However, high protein snack bars have saturated the market, making it hard for brands for successfully differentiate. Brands now need to consider what the next evolution of the nutritious snack bar might be. Currently, the top reasons for trialling a new snack bar include energy support (42%), gut health (37%), and weight loss support (33%). Fibre can support sustained energy, improve gut health and aid satiety. With this in mind, fibre could be a valuable additional claim on snack bars.

- Almost 1/3 of total snack bar launches claimed to have high protein content in 2023. (Mintel GNPD, 2024)
- Energy support and gut health are the top reasons consumers try a new snack bar. (Mintel, 2024)
- Fibre claims in snack bars are slowly rising. (Mintel, 2024)
- In Australia, women, men and children are all consuming well below the minimum suggested dietary intake of fibre. (CSIRO, 2024)

On the Shelves



Bounce Keto, Almond Vanilla Good Fat Bar. Claims to be high fibre with 9.8g per serve, which it highlights on front of pack. (AU)



Freee, Apricot & Chia Oat Bars. Claims 'high fibre' on pack, and uses 100% wholegrain oats. Also vegan, gluten-free and organic. (UK)



Perkier, Madagascar Vanilla and Dark Choc Bars. High in fibre and protein, and also contains Vitamin C, D and B12. (UK)



Fatt, Coconut + Macadamia Keto Nut Bar. High fibre from inulin, contains prebiotics and is said to be high in good fats. (UK)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Menu



The Gut Stuff, Sea Salt and Caramel High Fibre Fruit and Nut Bar. Gluten-free and vegan. (UK)



Bearded Brothers, Lone Star Vanilla Pecan Bar. Claims to be a good source of fibre, low GI, and uses no added sugar. (USA)



Bio & Me, Toffee Apple Oat Bar. "Science backed oat bars" created by The Gut Health Doctor. High in fibre and plant-based. (UK)



Calbee, Caramelised Nut Flavour Fruit Granola Bites. Crunchy bite-sized ready-to-eat granola that's high in fibre and iron and contains 8 other vitamins and minerals. (Japan)

Fibre-enriched snack bars can help people bridge the gap between the amount of dietary fibre they should consume and the amount they currently consume.

Most Australians and Kiwis aren't getting enough fibre in their diet, making fibre enriched snack bars an attractive option. There is a perception amongst consumers that high fibre products are tasteless, have a bad texture or can cause gut discomfort, so manufacturers will need to ensure they outperform these poor stereotypes!

Aside from fibre, bars targeted at specific demographics such as the aging population or children could be of interest.



HW Hawkins Watts Offerings

- ✓ Fibre - including prebiotic fibre, soluble fibre and insoluble fibre.
- ✓ Complementary Flavours and Colours
- ✓ Hydrocolloid Solutions
- ✓ Health & Nutrition Ingredients - including vitamins & minerals, collagen, probiotics and postbiotics.

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