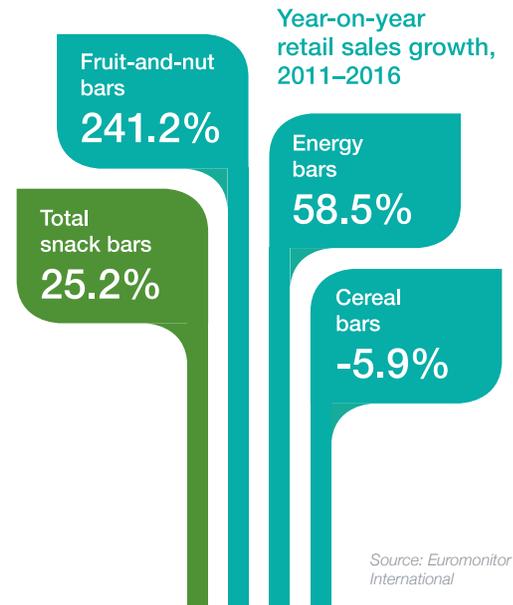


Cargill Insights Report helps brands raise the bar on a go-to snack

The snack bar market is booming. According to Euromonitor, sales are expected to push revenue past \$8 billion by 2020. To take advantage of the growth of this American staple, however, brands need to do their homework. The category is rapidly evolving as consumers demand more from this on-the-go snack.

Cargill's Insights Report, "The Bar Boom," provides formulators with the data needed to develop consumer-appealing bars.

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Here's a sneak peek at this timely data:

WHO BUYS BARS?

Formulators need a clear understanding of who buys bars, why they're buying them and how they perceive the different bar categories. "The Bar Boom" Insights Report dives into the research to help brands better understand the bar-buying consumer.



3 in 4 U.S. consumers who purchase snack bars eat them between meals

Source: Leatherhead Research, Ltd.

WHAT'S NEXT IN BARS?

It's no surprise that consumers are looking for simple ingredients and added nutrition. According to Cargill experts, the bar market will continue to evolve. Bars with unconventional ingredients, as well as bars designed for specific audiences and/or with added fiber, are just a few of the innovations researchers expect to see.



79% of consumers say they are interested in fiber

Source: HealthFocus International, 2015

FORMULATION CHALLENGES

Sugar and corn syrup were once go-to ingredients for bar formulators, because they delivered sweetness, held bars together and kept them moist. But with more consumers looking to reduce their sugar intake, formulators need to rethink this strategy. Stevia is becoming the go-to sweetener for bars, but options such as erythritol and chicory root fiber are also helping formulators produce great-tasting, consumer-friendly bars.



Change in year-over-year unit sales for performance nutrition bars containing stevia
+66%

Source: Nielsen Data, Sept. 2017 vs. Sept. 2016

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