



Innova Insights: Spotlight on Cereal Bars

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Not only has the number of cereal bar launches more than doubled over the past five years, but the popularity of nuts in general, almonds in particular, appears to have risen. Nuts are a popular ingredient in cereal bars, featured in more than 27 percent of global bar launches recorded by Innova Market Insights in 2013. Within that, almonds are one of the most popular nut types, used in 36% of cereal bar launches containing nuts, equivalent to 10 percent of cereal bar launches overall. Furthermore, nuts were featured in 23 percent of cereal bar launches in 2008, while almonds in particular were featured in nearly 6.5 percent.

The U.S. appears to have the highest use of almonds in cereal bars, probably reflecting high levels of domestic production and the growing U.S. consumption of almonds overall in recent years. Nuts were featured in 31 percent of U.S. cereal bar launches in 2013, while almonds in particular were featured in nearly 46 percent of those, equivalent to 14.5 percent of cereal bar launches overall. Usage of almonds in cereal bars in Asia was also above the global average at 12 percent, while in Western Europe it fell to just over 7 percent.

Product activity is increasingly varied in the cereal bars market, with a trend toward more premium and indulgent ingredients. Honey has traditionally been a popular accompaniment to cereal bars with almonds, as have fruits such as raisins and apple. More recently there has been a growth in the use of berries, reflecting their growing popularity in the food and drinks market as a whole, with cranberries, blueberries and cherries now all popular.

The increasing use of chocolate to add a more indulgent image has also been apparent, as has the growing use of nut mixes, for example blending traditional nuts such as hazelnuts with almonds.