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Cereal bars are one of the fastest-growing food and beverage categories

Major multinationals and specialty food companies take charge

Demographic and attitudinal factors drive sales

The presence of children in the household

Health concerns

Lifestyle needs

Product innovation

Led by Atkins, the intrinsic health segment soars

Brand sales are volatile

Supermarkets lose ground to mass merchandisers, c-stores and drug stores

Household penetration is high, but consumer usage is light

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Nestlé

McKee Foods

Clif

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Cereal bars have such a broad base of appeal that households with children and single adults are both driving the market

Cereal bar segment lines will continue blurring to meet consumer demand

Aggressive product development will continue

Waning in the low carb trend could mitigate growth in the market

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Publication of new dietary guidelines (Food Pyramid) in 2005

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Kellogg Kashi Go Lean Protein Bar

Biochem Strive Crunchy Chocolate S'mores Protein Bar

EAS Advant Edge Carb Control Nutrition Bar

Target Market Pantry Cereal Bars

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Mintel Services

POS+

Mintel Consultancy