

Sports and Energy Bars - US - July 2003 (\$2995.00)

This report provides a detailed analysis of the sports and energy bars market in the U.S. In the mid 80's, the first sports and energy bars were introduced and geared toward serious athletes, through alternative channels of distribution such as health food stores. The bars, which were often dry, hard and crumbly, were not relevant to mainstream consumers. Today's category is redefining itself, emerging as a mainstream food option that is outpacing drinks and powders.

Mintel defines sports and energy bars largely by where they are likely to be found in a store. In typical supermarkets, mass merchandisers, and warehouse clubs, sports and energy bars are separate from "cereal bars," which are not covered by this report. Sports and energy bars are typically located near vitamins and supplements, sold both individually and in boxes. Top sellers include SlimFast, Power Bar, Clif Bar and BALANCE Bar.

Over the last decade, the competitive arena has transformed from a fragmented market with small and regional players to the influx of conglomerates with sophisticated distribution and marketing programs at their disposal. The market faces vital challenges and opportunities ahead as the category continues to develop.

Among the key issues covered in this report are the move from niche to mainstream consumer, the shift to wide distribution, the displacement of aging products, and the demands of the modern lifestyle. Original consumer research examines attitudes and behavior by age, gender, ethnic and economic groups. Particular attention is paid to the major players in the market, and a six-year trend analysis predicts future growth.

Research data and analysis answer questions such as:

- What is the primary consideration for consumers choosing a sports or energy bar?
- Which advertising has been the most successful for this sector?
- When are consumers eating sports/energy bars?
- What is the link between athletics and sports/energy bars?

Other reports of relevance include:

- Cookies & Cookie Bars, consumer intelligence--U.S. Report, August 2003
- Energy Drinks, consumer intelligence--U.S. Report, July 2003
- FDA Foods, consumer intelligence--U.S. Report, April 2003
- Cereal Bars, consumer intelligence--U.S. Report, August 2002
- Energy Supplements, consumer intelligence--U.S. Report, March 2002
- Ingredient Trends, consumer intelligence--U.S. Report, December 2001
- Slimming Drinks & Diet Aids, U.S. consumer intelligence, October 2001
- Functional Beverages, consumer intelligence--U.S. Report, September 2001
- Functional Foods, consumer intelligence--U.S. Report, September 2001
- Sports Drinks, consumer intelligence--U.S. Report, July 2002
- The Bottled Water Market, U.S. consumer intelligence, July 2001
- The Yogurt Market, U.S. consumer intelligence, June 2001
- The Milk Market, U.S. consumer intelligence, May 2001