

Bars for Kids

According to Mintel, the purchase of bars for children has increased since 2022. The largest increase is happening for older children aged 12-17, with purchases for this age group up **+9** percentage points from 2022 to 2023. Check out a review of kids' bar trends to inspire your innovation.



Top Flavors of Launches

- | | |
|-------------------|-----------------|
| 1. Chocolate Chip | 6. Blueberry |
| 2. Milk Chocolate | 7. Cookie Dough |
| 3. Cinnamon | 8. Gingerbread |
| 4. Peanut Butter | 9. Lemon |
| 5. Apple Cinnamon | 10. Marshmallow |

Innova new product database; Kids' Cereal and Energy Bars launched from June 2022-June 2024; U.S.

Food for Thought:

Most eating occasions for kids' bars **take place at home**, usually as a snack in the **morning or afternoon**.

"Something my kid likes to eat" is the top-ranked consideration for parents buying bars for their kids.

36% of adults who purchase bars for kids ranked **High Protein** as an important attribute.

Source: Mintel; Snack, Nutrition, and Performance Bars US 2024

BAR MANUFACTURERS WANT A SEAT AT THE LUNCH TABLE

Nearly 3% of children have a peanut allergy according to the American College of Allergy, and schools across the country are banning nut products altogether to protect these children. Bar manufacturers are adapting to ensure their products maintain a spot in this critical daypart, by developing products that adhere to the new guidelines.



Yumster Yo! Bar (March 2024) is a new kid's bar line from manufacturer Bearded Brothers. These bars are lunchbox friendly (peanut-free) and made with only 3 ingredients.



Nature Valley launched a new line called Lunch Box bars (May 2024) that are peanut free and made in a peanut-free facility.



KIND Kids expanded its portfolio with a new line of "School Friendly" bars (June 2024) that contain no peanuts or tree nuts.

PROTEIN ISN'T JUST FOR ADULTS

Protein content is a benefit that's been associated with the bar category for a long time, but bars with a good source of protein have historically targeted adult consumers. Now, we're seeing an influx of kids' bar products that make protein the main attraction.



Ready Clean entered the kids' bar market in April 2024 with protein bars that contain 6g per serving.



Mighty Yum's plant-based protein bars (April 2024) contain 6g of protein per serving.

REFRIGERATED FORMATS AIM TO SET THEMSELVES APART

Several manufacturers have launched refrigerated kids' bars over the past few years. These products tend to claim a simpler, fresher ingredient profile that shelf-stable counterparts can't match.



Happy Wolf entered the bar market in October 2023 with "Fridge-Fresh" kids bars that use simple, pantry-like ingredients such as banana puree and cacao butter.



Mooski Chilled Oat Bars (August 2023) claim to be the "first ever fresh granola bar", containing no preservatives.