

Raising the bar webinar

Key takeaways



1 No one-size fits all for bars but protein still reigns as top trend

Consumers are purchasing a diverse variety of snacking and nutrition bars to fit their needs, there is no one bar type that delivers to everyone. Yet whatever the type of bar, protein continues to be a key factor of bar choice (both protein amount and protein source) and there are a variety of different sources of proteins available.



2 Not all proteins are created equal

To provide the substrate for building and maintaining muscle mass to support physical performance, our bodies need a range of essential amino acids (EAA's) that can only be supplied through protein in our diet. Dairy protein is a high quality, complete protein high in EAA's, making it an ideal ingredient for formulating bars that not only taste great but deliver the best quality protein nutrition.



3 Healthy bars with functional benefits on the rise

Consumers are becoming increasingly active and therefore driven toward better-for-you bars that offer functional benefits that support them to keep on track with their health and performance goals. We are seeing an increasing number of bar launches that address expanding consumer benefits areas such as immunity, digestive health and sleep enhancement, indicating potential to innovate further in these areas.



4 Blending ingredients to overcome manufacturing challenges

It takes more than simply adding protein when formulating bars. Mainstream consumers expect great taste, texture and the right nutrition, which can be challenging especially at higher protein levels. This challenge can typically be overcome by blending protein ingredients and/or adding inclusions.



5 Digital space as an immediate opportunity

From Prime to Walmart Delivery to Instacart, consumer behaviour has changed with many more consumers adding groceries to their online shopping cart versus in store shopping cart. Brands must stand out in that digital space, ensuring they are visible to their target consumers in our increasingly digital consumer buying landscape.



6 Opportunity for novel innovation in the bar market

Our panel is excited to see what is to come in the bar space! They challenge the nutrition bar industry to be innovative and come up with unique concepts and propositions that deliver on the ever-growing variety of consumer nutritional and health benefit demands.



7 Dairy ingredients for all bar formats

Fonterra has extensively evaluated the textural characteristics of a wide variety of ingredients to form its new [NZMP bar ingredients portfolio](#). We can help brands formulate great tasting bars that deliver a range of consumer benefits, including increased energy, supporting muscle recovery after exercise, providing low-calorie meal replacement solutions, and even offering healthy indulgence snacking.

