

# A Better Bar Experience

## Taste & Texture

**80%**  of consumers say **taste has the greatest impact** on food and beverage purchases

**50%**  of bar consumers **wish health and wellness bars tasted better**

**45%**  of consumers globally like to experiment with **new and unusual flavours**

**29%**  of global consumers say they are **not willing to compromise on taste** for a lower price

## Visual Appeal

**43%**  of consumers want bars with **visual appeal**




**The appearance of food and drink** has become an equal – if not **more important** – factor for engaging today's consumers




Consumers are moving away from word-based content to the highly visual – **colour and format innovation bring new life to food**

## Positive Nutrition

**67%**  of consumers are more aware of and **concerned about digestive health** than they used to be

**95%**  of bar consumers say they **always or frequently read the ingredients and nutrition labels** on protein bars

**60%**  of European consumers would like to see **more high-protein bars**



People are willing to **pay more for naturally healthy products**

**KERRY**

Leading to Better