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Nutritional Shakes & Bars: United States

November 2017



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About This Report

Scope & Method

This report forecasts annual US retail sales of nutritional shakes and bars in nominal US dollars for 2017-2021. Total retail sales are segmented by product in terms of:

- shakes
- bars

The scope of this report encompasses nutritional shakes and bars sold in single-serving packages or multipacks for personal consumption. This report encompasses sales of nutritional shakes and bars purchased from retail outlets such as convenience stores, supermarkets and other grocery stores, general merchandise stores (including warehouse clubs and supercenters), and specialty food stores. Sales by non-store retailers such as e-commerce and mail-order direct sellers are also included. Items such as granola and snack bars, which are not marketed as products with functions such as meal replacement, diet, or fitness supplements, are excluded. Similar drinks such as energy drinks, sports drinks, and milkshakes are not considered nutritional shakes within the context of this report.

To illustrate historical trends, total retail sales and the various segments are supplied for 2011-2016.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year. Other various topics are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Nutritional Shakes & Bars: United States (FF10053) is based on [*Nutritional Shakes and Bars: US Retail Market Trends and Opportunities*](#), a comprehensive industry report published by Packaged Facts. Sources of market and consumer data consulted for this report include:

- Information Resources (IRI) sales tracking through selected US retail outlets

About This Report

- government agencies such as the US Census Bureau, US Department of Agriculture, and the US International Trade Commission
- nutritional shakes and bars producers and representative trade associations
- a wide range of pertinent industry sources, including business newspapers and magazines, company websites, consumer blogs, press releases, and trade publications

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey, which includes a panel of 2,000 US adults (age 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.

Another source of consumer data in this report is the Simmons National Consumer Study from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of large and randomly selected samples of consumers (approximately 25,000 for each 12-month survey compilation), which, as an aggregate, are intended to represent a statistically accurate cross-section of the US population as a whole.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | Industry Codes Related to Nutritional Shakes & Bars

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
311320	Chocolate and Confectionery Manufacturing from Cacao Beans	2023	Dry, Condensed, and Evaporated Dairy Products
311511	Fluid Milk Manufacturing	2026	Fluid Milk
311514	Dry, Condensed, and Evaporated Dairy Product Manufacturing	2064	Candy and Other Confectionery Products
424490	Other Grocery and Related Products Merchant Wholesalers	5149	Groceries and Related Products, NEC

Source: US Census Bureau

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Resources

Packaged Facts

Nutritional Shakes and Bars: US Retail Market Trends and Opportunities, November 2017

The Freedonia Group

Freedonia Industry Studies

Label Markets in the US, November 2017

Global Food Processing Machinery, September 2017

Natural Alternative Sweeteners Market in the US, July 2017

Converted Flexible Packaging Market in the US, May 2017

Food & Beverage Hydrocolloids Market in the US, May 2017

Alternative Sweeteners Market in the US, February 2017

Global Labels Market, January 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

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Frozen Foods: United States

Gluten-Free Foods: United States

Healthy-Ingredient Snacks: United States

Ice Cream & Frozen Desserts: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Refrigerated Coffee Creamers: United States

Restaurants & Foodservice: United States

Single-Cup Beverage Brewing Pods: United States

Snack Foods: United States

Soft Drinks: United States

Sports Drinks: United States

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Prepared Foods

Progressive Grocer

Refrigerated & Frozen Foods

Supermarket News

Agencies & Associations

American Dairy Products Institute

Grocery Manufacturers Association

Information Resources

International Dairy Foods Association

Private Label Manufacturers Association

Simmons National Consumer Survey

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission

World Health Organization