

# The Grocer

Focus On: Snack Bars

By Pola Lem ([pola.lem@thegrocer.co.uk](mailto:pola.lem@thegrocer.co.uk))

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Ten years ago, a snack bar meant a sweet rectangular treat made of cereal, likely granola, perhaps with some dried fruit. Fast forward to 2026. Snack bars have retained their shape, but that's about it. Where ingredients and flavours are concerned, the sky's the limit. On one side of the spectrum, there's indulgence, bars containing the likes of special filling, enrobed in chocolate. On the other side, we have savoury protein bars with herbs and seasoning. And then there's the UK's first chilled bars. What's out there? And how are snack brands pushing the boundaries on snack bars?

- What are the predominant types of snack bar?
- Which brands are pushing the category into new territory?
- Who's doing what?
- Which flavours and trends are driving NPD?

## Protein and fibre

- How big is protein in this category?
- What proportion of snack bars contain protein?
- What about fibre? How big is fibremaxxing in snack bars?
- Is consumer wariness of UPF still shaking up the category?
- How long are these trends likely to last?
- Are own label bars keeping up with brands?

## The big chill

- Can chilled snackbars 'make it' in the UK?
- Which brands have entered this area?
- Why are chilled bars only just taking off here, given their popularity elsewhere in Europe?
- How much opportunity is there in chilled bars?