

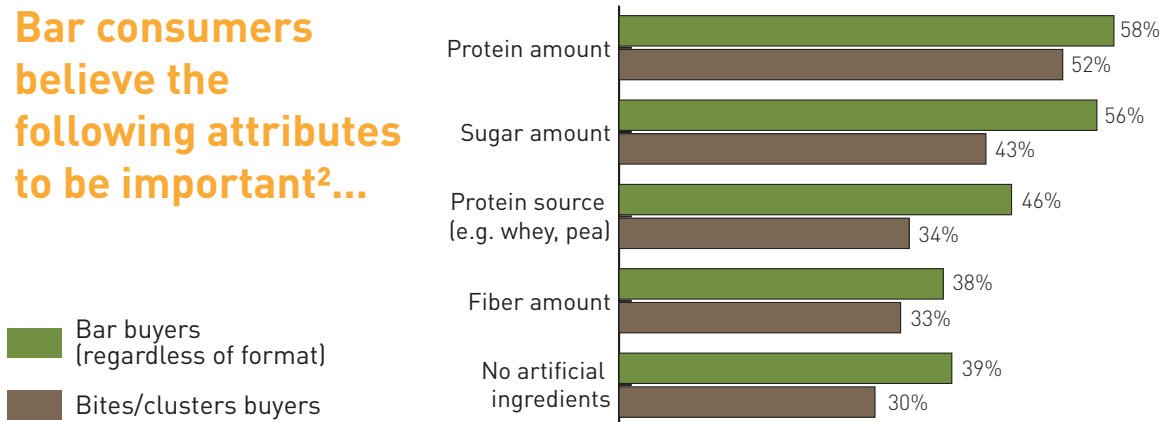


Nutrition Bars

The nutrition bar category faces headwinds due to the pandemic

Despite consumer snacking habits increasing as a result of the pandemic, the snack and nutrition bar category has not benefited, with retail sales declining 7% compared to 2019.¹ To overcome the current headwinds, innovation in the bar category can look to new snackable formats and increased functional and nutritional benefits to meet consumer demands.

Bar consumers believe the following attributes to be important²...



52% plan to increase their protein intake in the next 12 months

51% plan to increase their fiber intake in the next 12 months

56% plan to decrease their sugar intake in the next 12 months

...and bar consumers plan to increase protein and fiber and decrease sugar in their diets³

Nutrition bars can help close the fiber gap through innovation

Despite a desire to increase consumption, consumers fall short of the recommended daily fiber intake. Given the interest of bar consumers to increase their fiber consumption and that fiber amount is something they value, opportunity exists to create bars that offer added fiber to support gut health and enhanced satiety.

Fewer than 10% of new bar launches include a high/added fiber claim⁵

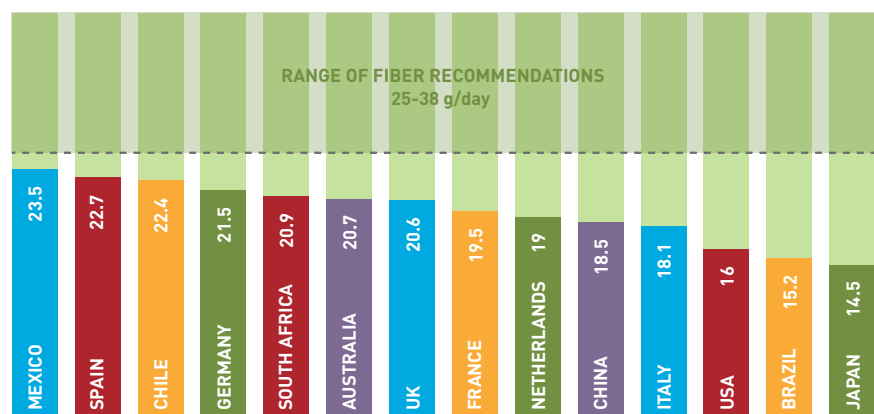


Chart source: Data taken from various scientific papers. See tateandlyle.com/fibre-gap for full list.

Source: 1) Nielsen retail and convenience sales of all types of bars, period ending 11/28/2020. 2) Mintel Snack, Performance and Nutrition Bars, US, February 2020 Databook. 3) T&L Proprietary Ingredient research, January 2020. 4) Mintel Innovation in Snacks – Bars, The Americas, May 2020. 5) Mintel GNPD Snack, Cereal, Protein Bar New Launch, Range Extension, New Formulation 2018-2020, total of 932 products.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

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