



**@Dialego**

# Chocolate Bars, Cereal Bars, Energy Bars

A survey by Dialego

October 2009

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## ■ Background to the survey:

- The aim of the survey was to discover to which extent and on which occasion German consumers eat chocolate, cereal or energy bars and which size of packaging they prefer. Furthermore, the consumers' criticism of bars was of interest.

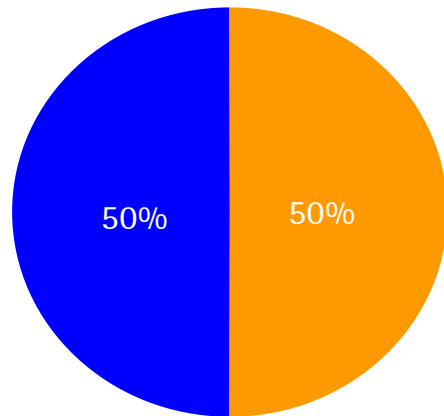
## ■ Procedure:

- Online survey in Germany with 1,000 interviews
- The survey participants were selected according to gender and age from the Dialego Access Panel
- The participants received an invitation by personalised email which included a hyperlink to the survey
- The sample was quoted according to gender and age variables as per the German population (micro census)

## ■ Field Time:

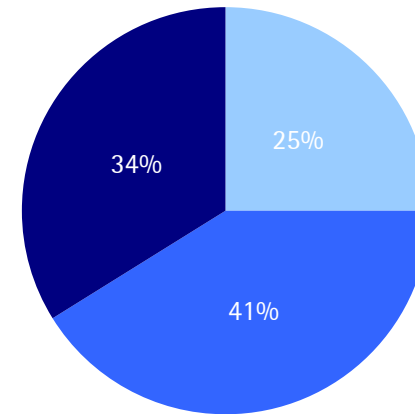
- Start: 16 October 2009
- End: 22 October 2009

## Gender



■ Men  
■ Women

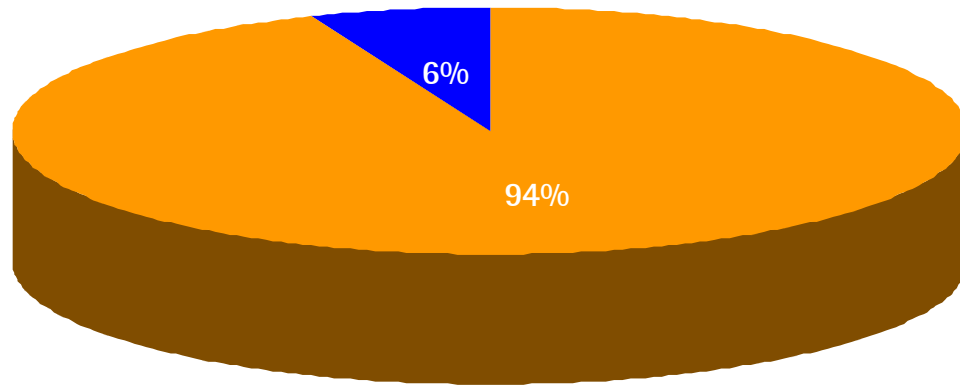
## Age



■ 14-29 years  
■ 30-49 years  
■ 50-69 years

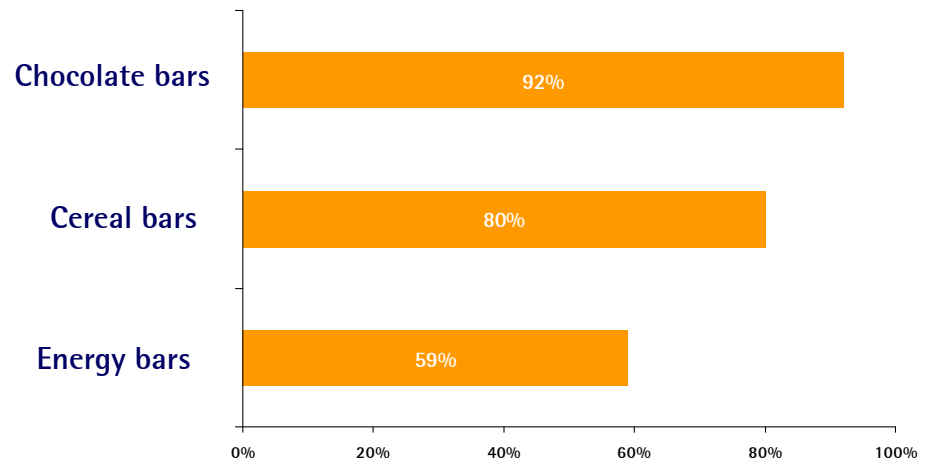
Base: n = 1,000 participants

Do you eat chocolate, cereal or energy bars?



■ Yes  
■ No

Base: n = 1,000 participants

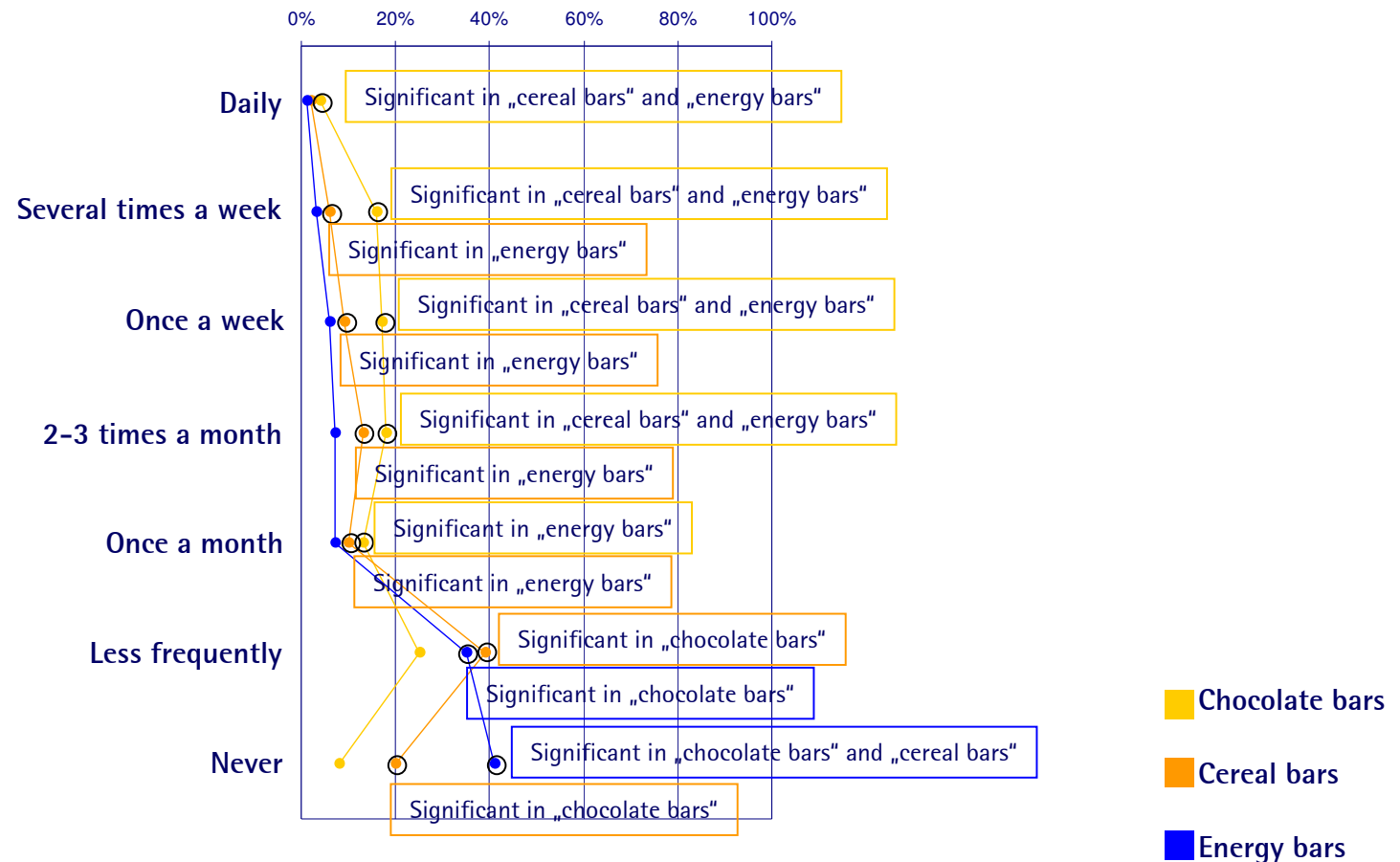


Nearly all participants eat bars, especially chocolate and cereal bars.

# Frequency of Consumption

Chocolate Bars, Cereal Bars, Energy Bars

How often do you eat chocolate, cereal or energy bars?

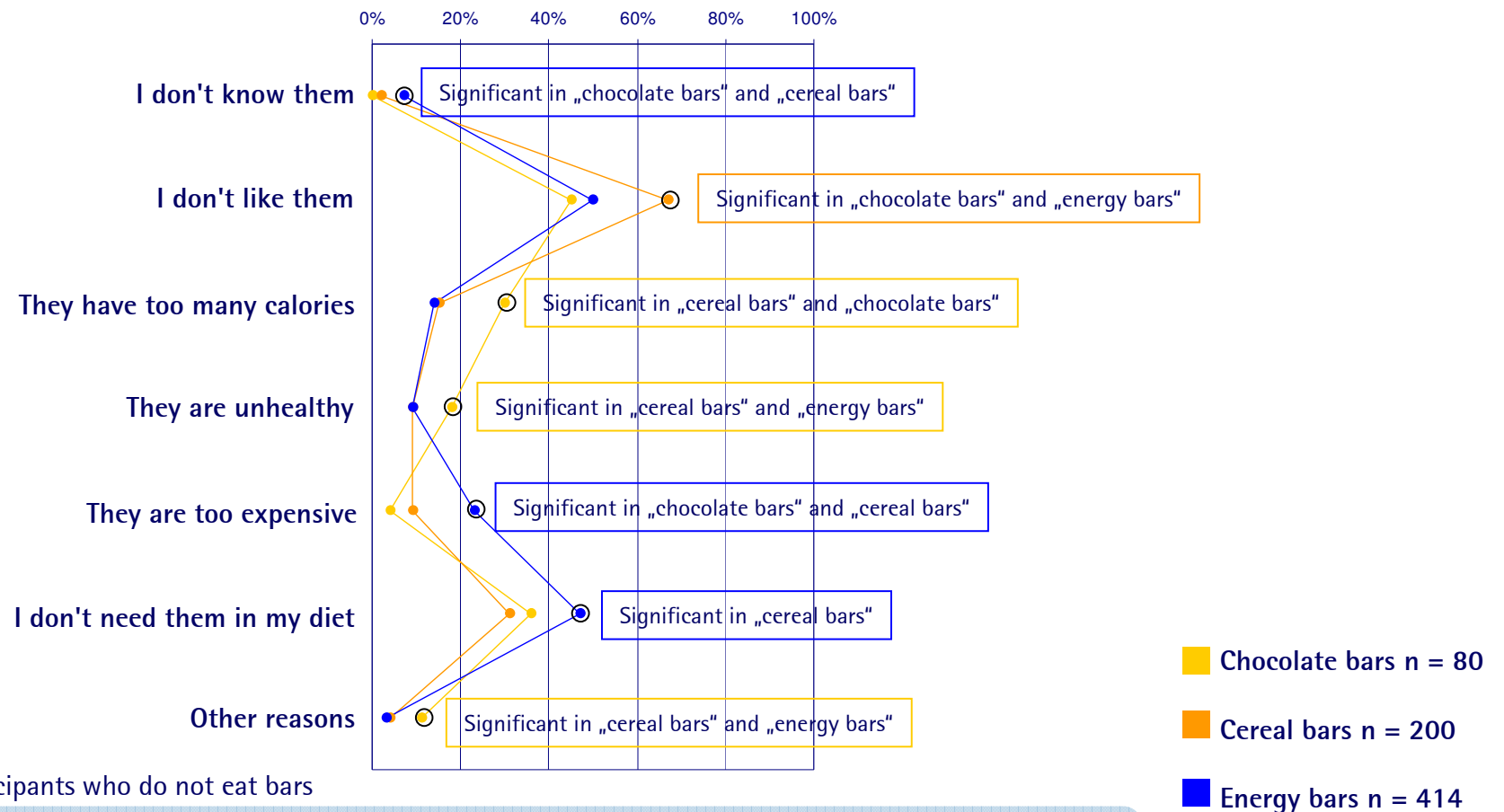


Base: n = 1,000 participants

One fifth of the participants eats chocolate bars several times a week, almost a quarter eat them at least once a week. What is remarkable: Cereal and energy bars are eaten less frequently.

○ A circle means that the amount is significant on a 95% level

## Why do you not eat chocolate, cereal or energy bars?

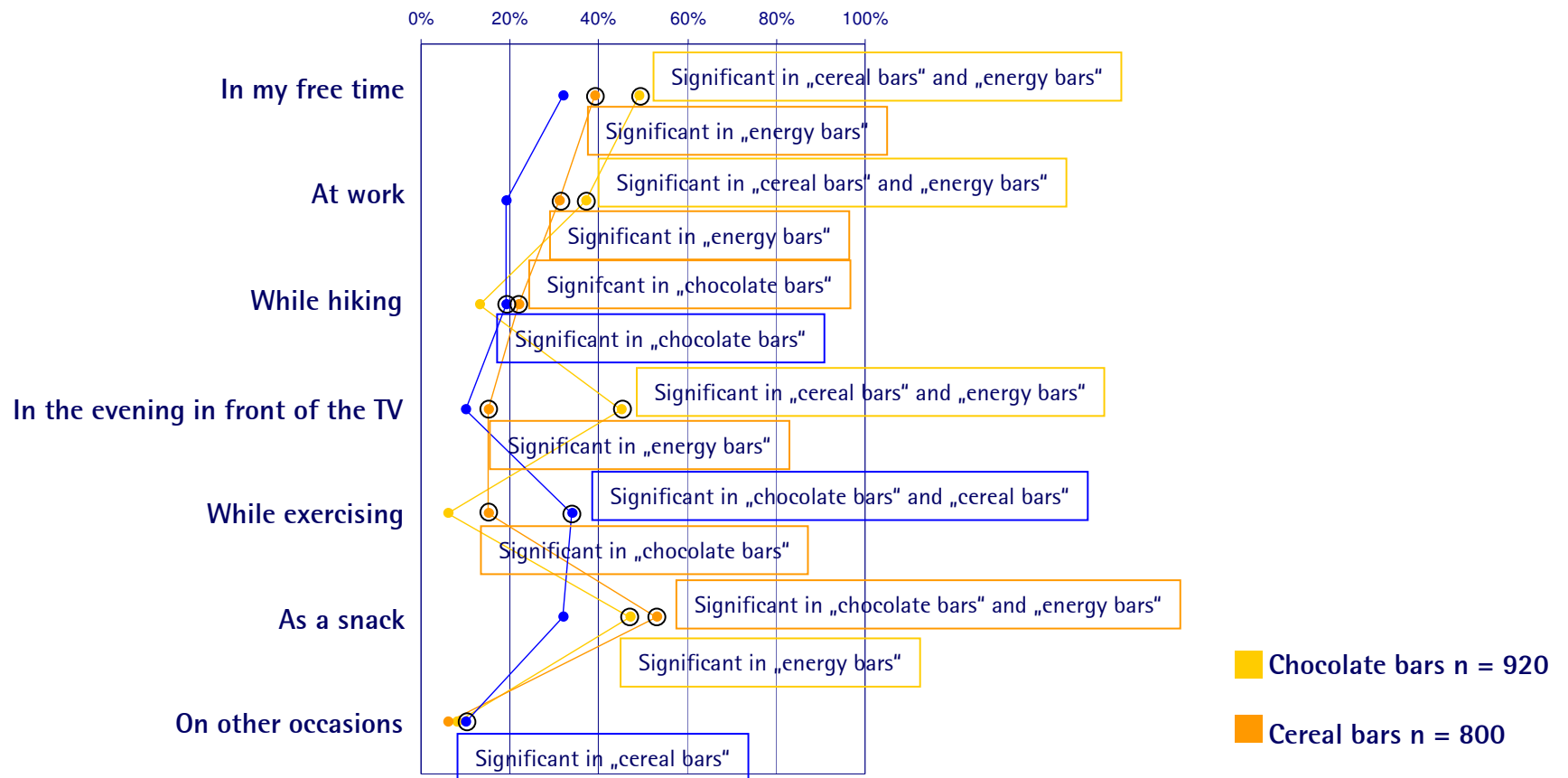


Base: see right; participants who do not eat bars

The most important reasons not to eat sugary bars are: people do not like them, they are not necessary for one's diet and they have too many calories. Many consumers consider energy bars to be too expensive.

# Occasions of Consumption

When do you eat chocolate, cereal or energy bars?



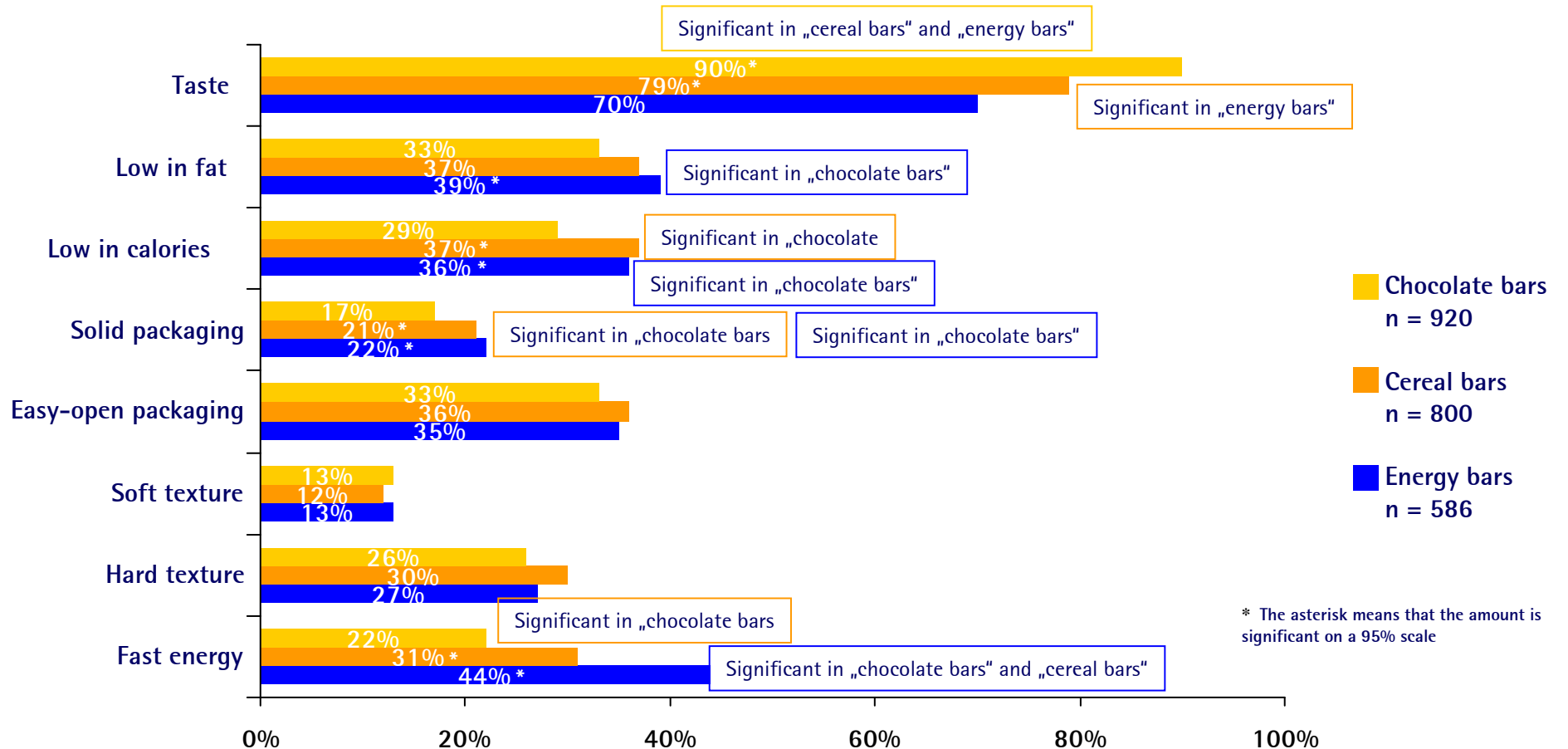
Base: see right; participants who eat bars

Almost half of the participants like to eat chocolate bars in the evening in front of the TV. They are also a popular snack or eaten at work. Energy bars are predominantly consumed while exercising or hiking.

# Important Criteria I

Chocolate Bars, Cereal Bars, Energy Bars

What do you consider important when it comes to chocolate, cereal or energy bars?



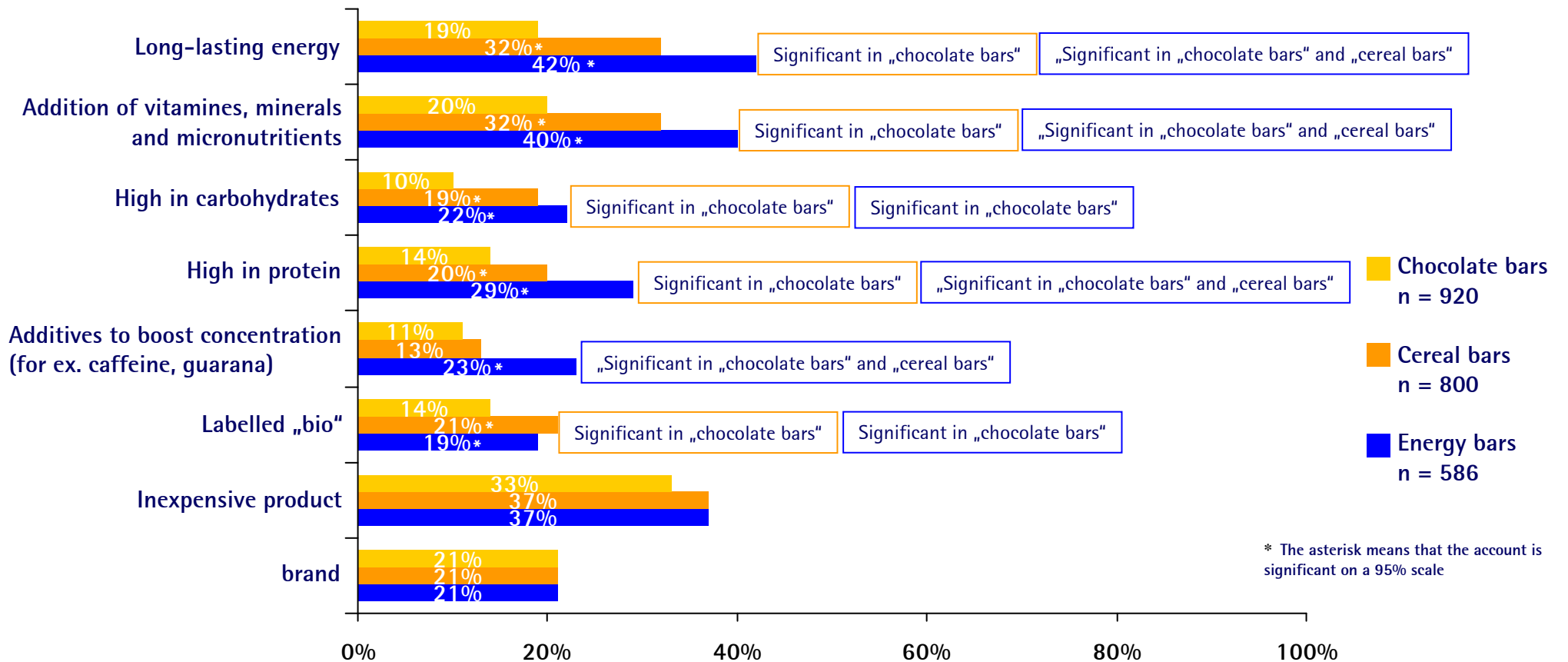
Base: see right; participants who eat bars; Top2-mentions on a scale from 1= „very important“ to 6= „not at all important“

Taste is the most important criterion when it comes to the quality of bars. Low calories are considered important by one third of the respondents, while most participants seem to be aware of the calories contained in sugary bars.

# Important Criteria II

Chocolate Bars, Cereal Bars, Energy Bars

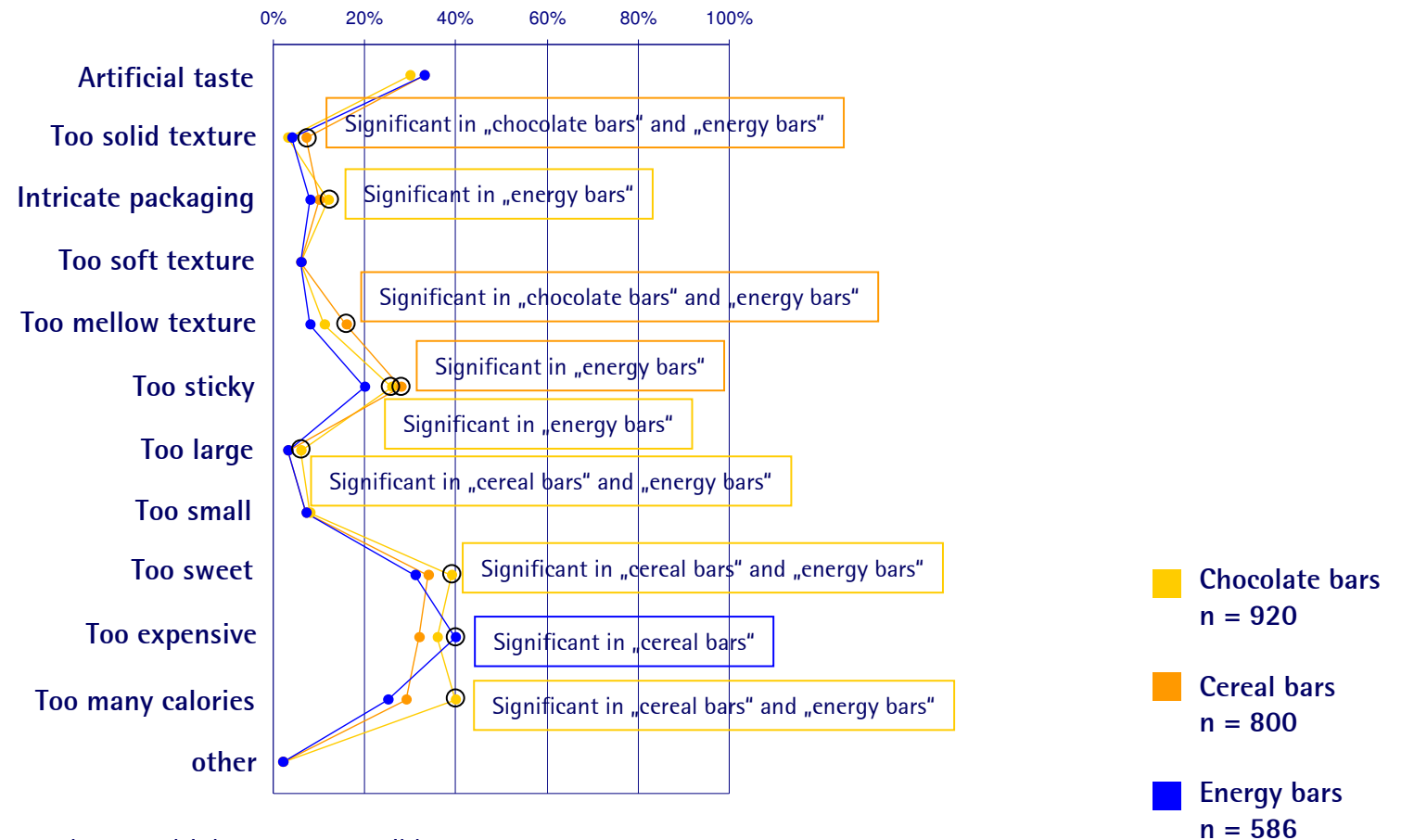
What do you consider important when it comes to chocolate, cereal or energy bars?



Base: see right; participants who eat bars; Top2 mentions on a scale from 1= „very important“ to 6= „not at all important“

Price and brand are considered equally important for all kinds of bars, while the other criteria show significant differences. Addition of minerals and micronutrients, for instance, is much more important to consumers in case of energy bars than in case of chocolate or cereal bars.

What bothers you when it comes to the chocolate, cereal and energy bars offered in stores?



Base: see right; participants who eat bars; multiple answers possible

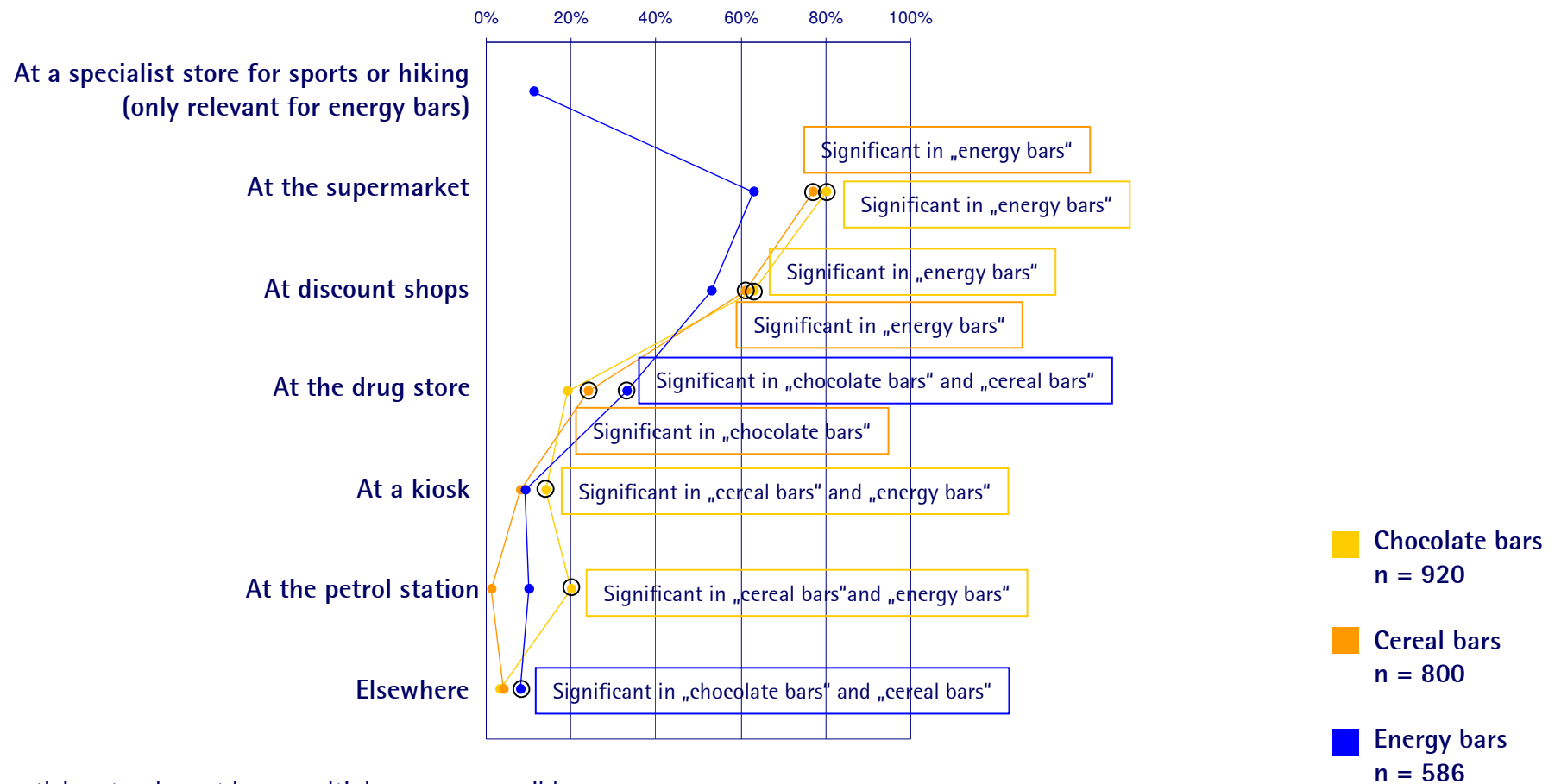
Many consumers are bothered by the artificial taste of chocolate, cereal or energy bars. In general though, they only have very little to criticise.

○ The asterisk means that the amount is significant on a 95% scale

# Shopping Venues

Chocolate Bars, Cereal Bars, Energy Bars

## Where do you buy your chocolate, cereal or energy bars?



Base: see right; participants who eat bars; multiple answers possible

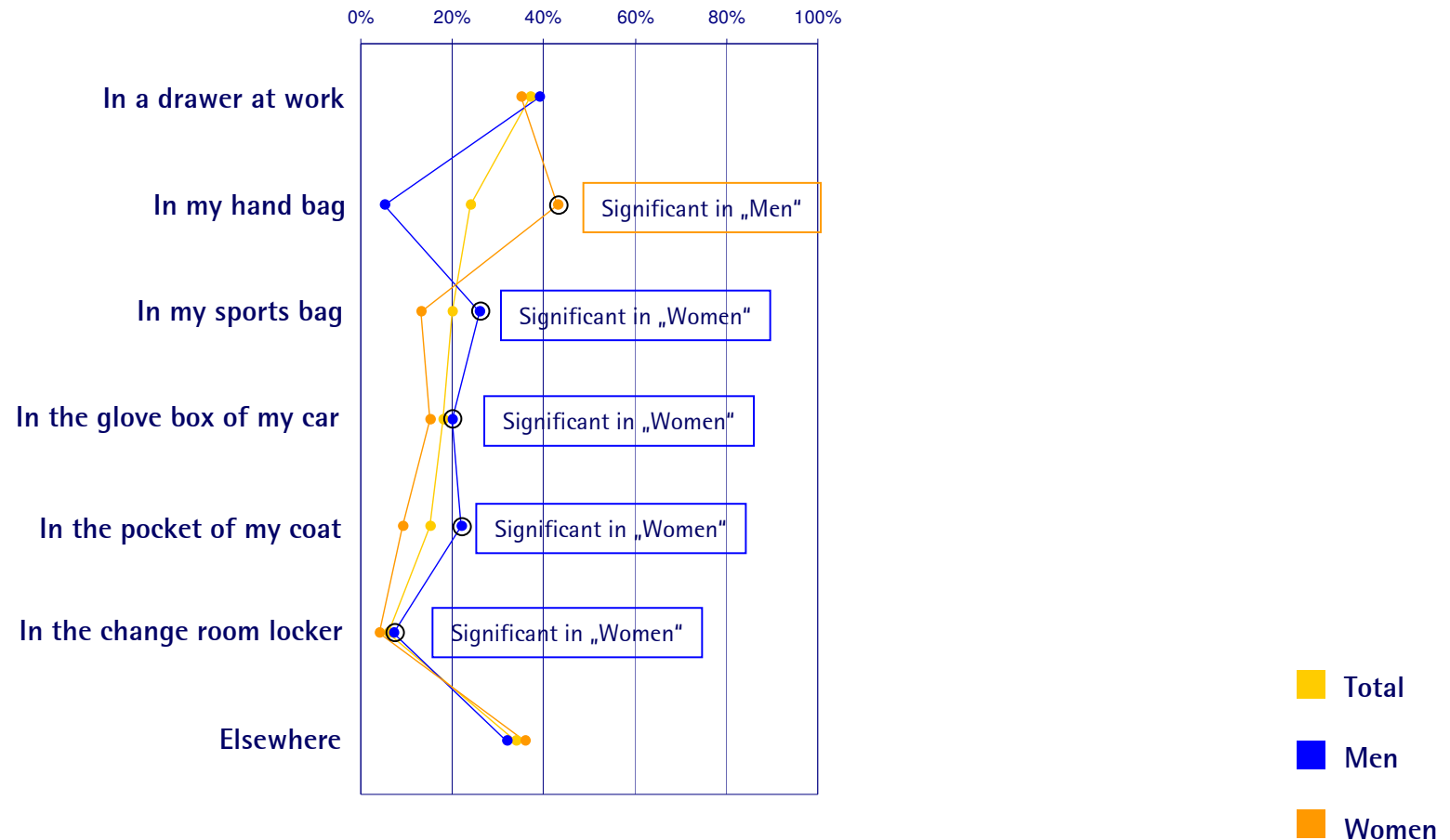
The most popular shopping venues for chocolate and cereal bars are supermarkets and discount shops. At petrol stations, consumers primarily buy chocolate bars.

# Storage

## Split according to gender

Chocolate Bars, Cereal Bars, Energy Bars

Do you store your chocolate, cereal or energy bars in one of the following places?



Base: n = 937 participants who eat bars; multiple answers possible

4 out of 10 Germans store their chocolate bars at work. A fifth also carries bars with them, for example in the hand bag, the sports bag or the glove box of the car.

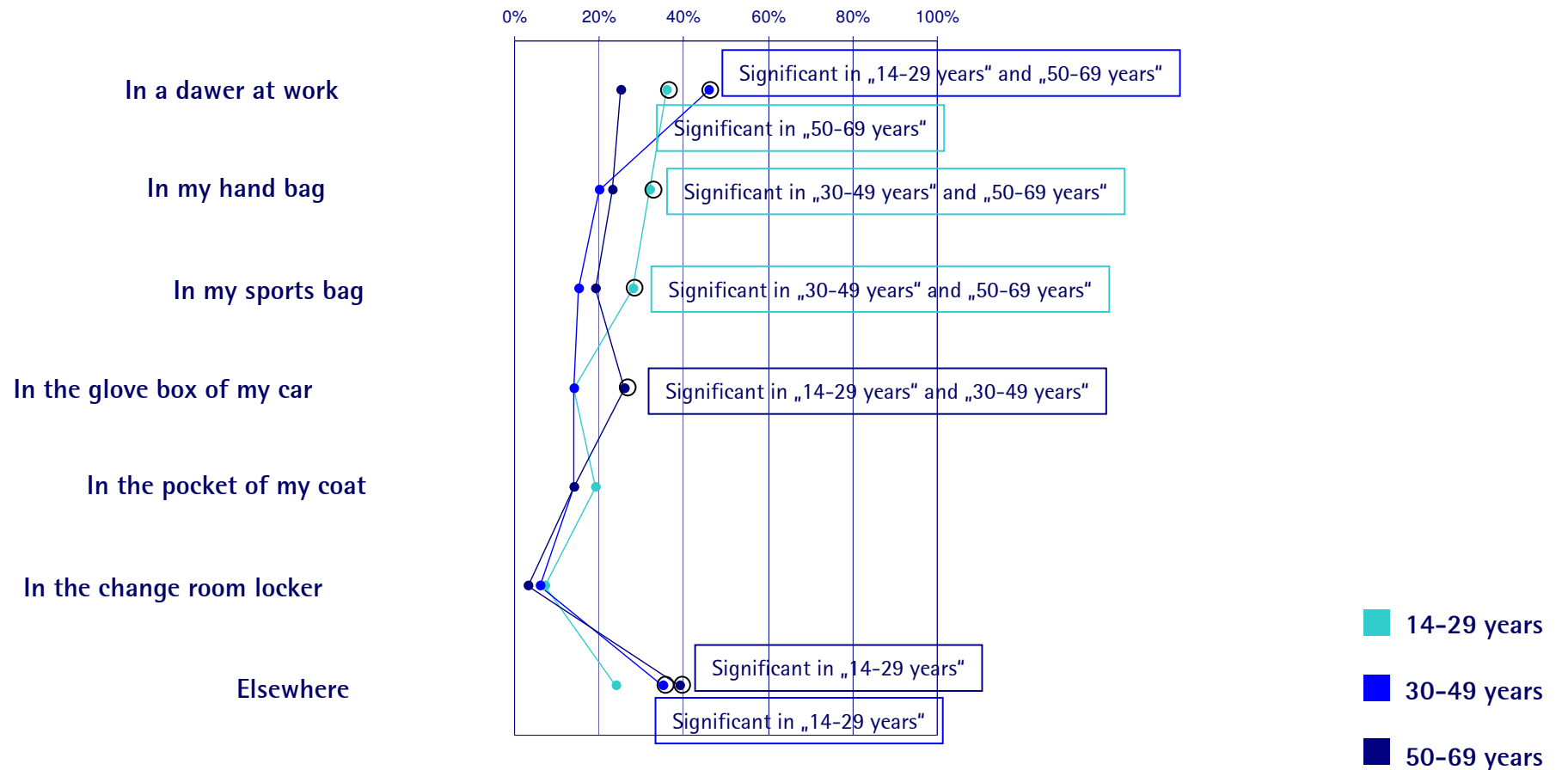
○ A circle means that the amount is significant on a 95% level

# Storage

## Split according to age

Chocolate Bars, Cereal Bars, Energy Bars

Do you store your chocolate, cereal or energy bars in one of the following places?



Base: n = 937 participants who eat bars, multiple answers possible

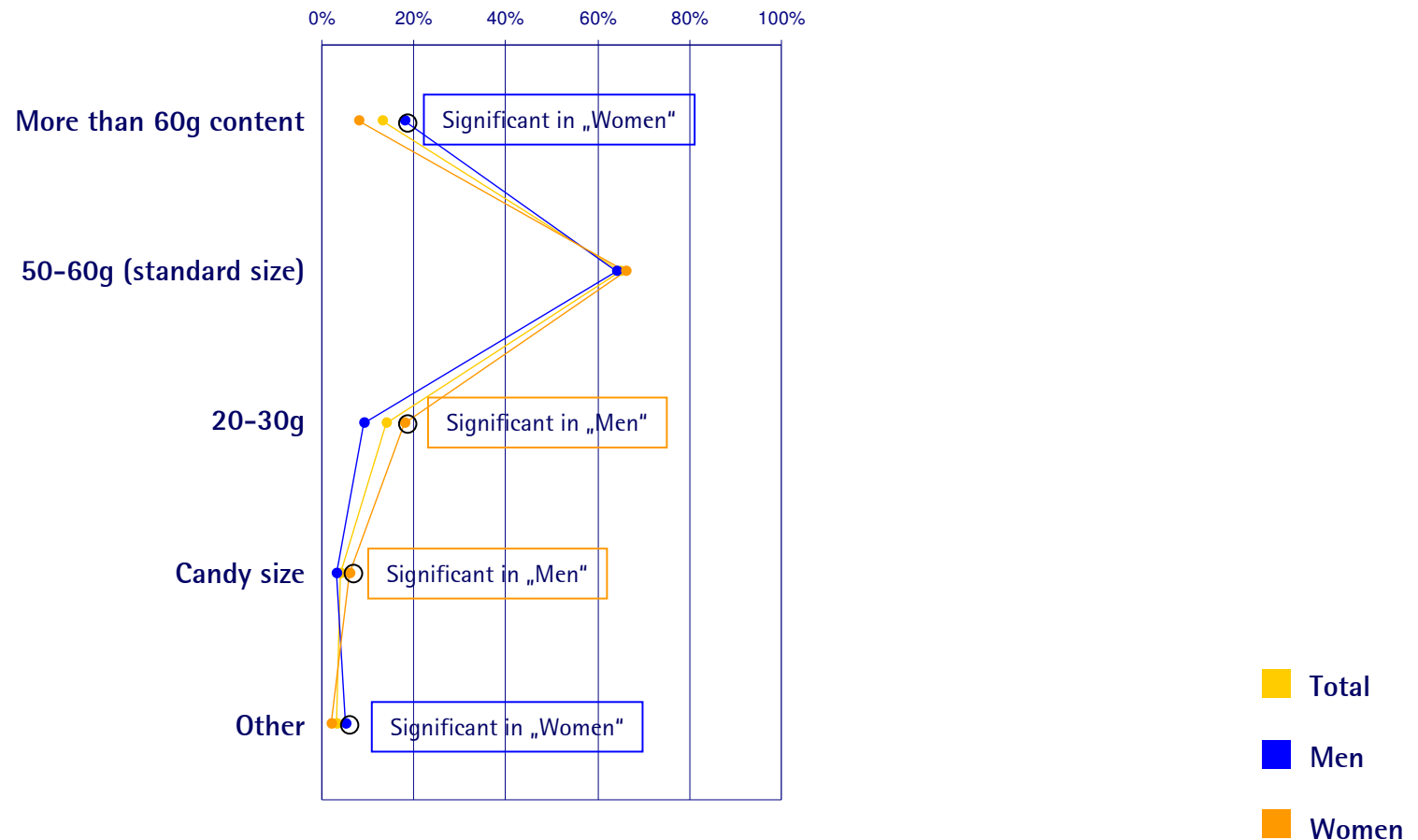
**Especially those aged 30-49 store their bars at work.**

# Size of Packaging

## Split according to gender

Chocolate Bars, Cereal Bars, Energy Bars

Which size of packaging do you or would you prefer for chocolate, cereal or energy bars?



Base: n = 1,000 participants

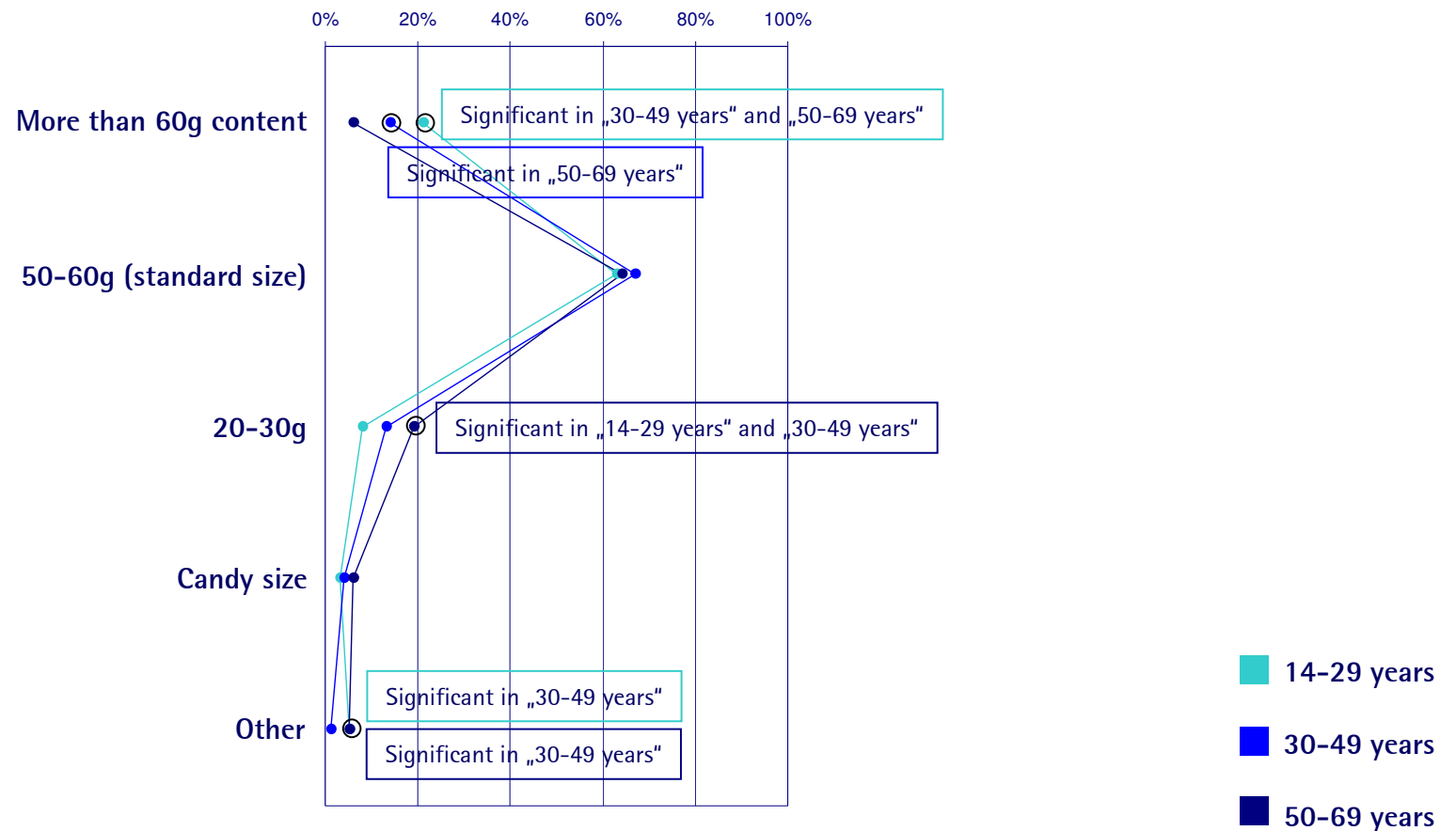
The standard size for bars is definitely the most popular one. The candy sized bar increasingly offered by brands is only appreciated by few consumers.

○ A circle means that the amount is significant on a 95% level

# Size of Packaging Split according to age

Chocolate Bars, Cereal Bars, Energy Bars

Which size of packaging do you or would you prefer for chocolate, cereal or energy bars?



Base: n = 1,000 participants

Those over 50 and women are primarily interested in smaller packaging sizes (see slide 15).

○ A circle means that the amount is significant on a 95% level

# Summary

## Chocolate, Cereal and Energy Bars

They are popular with nearly anybody – those sugary bars that are also favoured as a snack. The invention of the chocolate bar now dates back over a hundred years and it is still popular and available in various flavours from various producers. During WWI and II, chocolate bars were even part of the US Army's provision. Since that time, cereal and energy bars have been added to the chocolate ones. Chocolate bars are still most favoured, 94 percent of the interviewees consume them. Cereal bars are eaten by 80 percent and energy bars, which were most recently launched to the market, by 59 percent.

Now, next to standard sizes (50–60g), producers also offer a range of different sizes: maxi bars (more than 60g), mini bars (20–30g) or candy sized bars. Most participants clearly favour the standard size (65 percent) without any notable difference between men or women or among the age groups. Mini bars – which are increasingly offered by producers – are popular with only 14 percent. Small bars are rather favoured by women than men and rather by the over 50 year-olds than the younger participants.

Bars – especially chocolate bars – are mostly eaten in the evening in front of the TV (chocolate 45 percent, cereal 15 percent, energy 10 percent). It is notable that at work the consumption of cereal bars (31 percent) and energy bars (19 percent) is far higher than in front of the TV. While hiking and exercising, the consumption of energy bars (53 percent) is higher than the consumption of chocolate bars (19 percent). Many consumers carry a bar with them in their hand bag, sports bag or in the glove box of their car.

When it comes to the quality of bars, taste remains by far the most important criterion (chocolate bars 90 percent, cereal bars 79 percent, energy bars 70 percent). A low content of fat and calories is on average only important to one third of the consumers. This might be due to the fact that most consumers are aware of the high amount of calories contained in bars. Regarding aspects such as "fast energy", "long-lasting energy", "addition of vitamins and micronutrients" or "high in protein", consumers primarily think of energy bars. A fifth of the consumers (21 percent) wants the bar to be a branded product, no matter if it be chocolate, cereal or energy.

Concerning criticism of bars, consumers are particularly bothered by the price, especially with respect to energy bars (chocolate bars 36 percent, cereal bars 32 percent, energy bars 40 percent). Also an important aspect: Approximately a third is bothered by the artificial taste of bars (chocolate bars 30 percent, cereal bars 33 percent, energy bars 33 percent). Maybe this could be seen as a suggestion to producers to alter their recipes.

Feel free to contact us!

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