



What Consumers Are Searching For

What consumers want¹



Simple, Whole Ingredients



High Protein



High Fiber



Nutrient Dense

10 Best Protein Bars of 2023,
according to dietitians
and taste testers³

Minimal Ingredients, High Protein & Gluten Free

Gluten Free | 0g Added Sugar*



Only use simple
ingredients:
egg whites, fruits, nuts

No gimmicks, no hype.
Packaging says
what's in the bars

12g of protein per bar
Ideal for a broad array
of consumer occasions



Keeping the Momentum Going

#3 Healthy Lifestyle Bar Brand²



RXBAR® Chocolate Sea
Salt and Blueberry are
the #4 and #5 Better
For You bar items⁴

RXBAR® is gaining
momentum RXBAR®
has seen dollar growth
every quarter since
Q2 of 2021⁵

RXBAR® is growing 18%,
10 points faster than
the category²



RXBAR®

For more information, contact your Kellanova Sales Representative, or visit [KellanovaAwayFromHome.com](https://www.KellanovaAwayFromHome.com)

* Not a low calorie food. See nutrition facts for sugar & calorie content.

1. Snack, Nutrition and Performance Bars – US – 2024, Kantar Profiles/Mintel, October 2023

2. Nielsen Discover, Total US Conv, Latest 52 Wks - w/e 03/02/24

3. Good Housekeeping Stefani Sassos, M.S., R.D.N., C.D.N., NASM-CPT 3/29/23

4. Specialty Distributor, L12M ending 12/23

5. Nielsen Discover, Total US Conv, Total RX Bar brand dollar % change Q2 2021-Q4 2023

Kellanova
Away From Home

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