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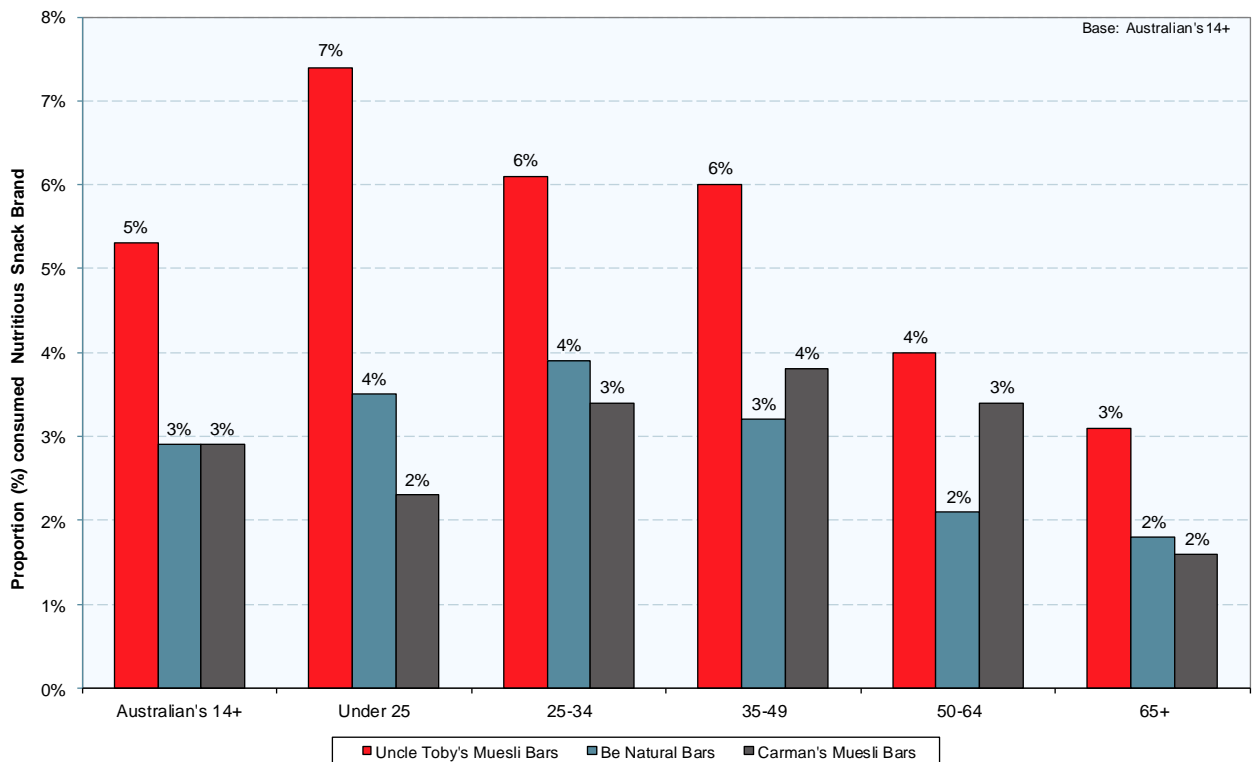
Snack attack: Uncle Toby's muesli bars favoured by peckish Aussies

One in every five of Australians aged 14+ consumes a nutritious snack bar in an average four-week period, according to a recent study by Roy Morgan Research.

Consumed by 5% of Australians, Uncle Toby's Muesli Bars maintained their position as the most popular brand of nutritious snack bar, despite seeing a slight decrease in consumption since 2009 (when it was 6%). At 3% each, Be Natural Bars and Carman's Muesli Bars came equal second, the former up from 2% and the latter up from 1% in 2009.

Aussies aged under 25 are the group most likely to have consumed an Uncle Toby's Muesli Bar, but its popularity is consistent across all age groups.

Brands of nutritious snack bars consumed in an average 4-week period by age group



Source: Roy Morgan Single Source (Australia), Australians 14+ October 2012 – September 2013, n=19,585

Angela Smith, Group Account Manager - Consumer Products, Roy Morgan Research, says:

“Over the past five years there has been a very slight decline in the proportion of Australians consuming nutritious snack bars in any given four-week period. During this time, Be Natural Bars and Carman's Muesli Bars have increased in popularity,

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while market leader Uncle Toby's Muesli Bars has experienced a small decline. Despite this, Uncle Toby's Muesli Bars remain the most popular brand among all age groups, particularly those aged under 25.

"According to Roy Morgan's in-depth new classification system, Helix Personas, consumers of Uncle Toby's Muesli Bar are likely to be young families from the fashionable, flashy Status Matters Persona, or older, successful Full House households.

"As Australians become more health conscious, they're looking for alternatives to conventional snack foods such as potato chips or chocolate. This represents an exciting opportunity for manufacturers of nutritious snacks to step in and fill the demand, but only if they can differentiate themselves from other brands and identify who their current and potential consumers are so as to tailor their marketing communications accordingly."

View our extensive range of [Nutritious Snack Profiles](#), including the [Uncle Toby's Muesli Bar Consumer Profile](#), [Be Natural Bars Consumer Profile](#), [Carman's Muesli Bars Consumer Profile](#) and more. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

For comments or more information please contact:

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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