NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Arla Foods Ingredients Targets Protein Bar Innovation in South America

13 March 2026 | News

Designed to appeal to active, health-conscious consumers who seek nutritious snacks without compromising on taste

Designed to appeal to active, health-conscious consumers who seek nutritious snacks without compromising on taste

Arla Foods Ingredientsâ?? bite-sized protein bar concept will make its South American debut at the Nutri Ingredients Summit (NIS) from 31st March to 1st April in SÃ£o Paulo, Brazil.

Easy Bite is a bite-sized, 18g protein bar featuring Arla Foods Ingredientsâ?? customised protein solution, Lacprodan EasyBar. It delivers up to 40 per cent high-quality protein in a convenient, on-trend format and is also high in fibre, with no added sugar or fat, and no maltitol. Made with just eight ingredients, its formulation ensures stable softness throughout a two-year shelf life without requiring additional fat or water-binding ingredients such as collagen.

Designed to appeal to active, health-conscious consumers who seek nutritious snacks without compromising on taste, Easy Bar targets the growing demand for healthier snack options in South America. Over the last 12 months, 56 per cent of Latam consumers have switched from traditional snacks such as chocolate to high-protein or low-sugar alternatives.

This shift is driven by consumersâ?? increasing health awareness. High-protein products are often perceived as satisfying and aiding weight management, with weight loss a motivating factor for 67 per cent of consumers, and general health for 62 per cent.

Sensory experience and perceived health benefits were key factors influencing purchase decisions, highlighting the importance of formulation and taste. Reflecting this, a recent Arla Foods Ingredients survey of 1000 consumers in Brazil found that great taste, naturalness, and high protein content were their primary considerations when purchasing food. Furthermore, 40 per cent wanted bars with higher protein content, rising to 49 per cent of consumers aged 25-29.

Ignacio Estevez, Application Manager, South America, at Arla Foods Ingredients, said: â??The Easy Bite concept has been a big hit globally across tradeshows and conversations with the industry, and now weâ??re showcasing it for the first time in

South America. We can provide specialised whey and milk protein ingredients for indulgent, high-protein bars and snacks to help South American manufacturers stay ahead of the game. Our protein bar ingredients deliver great taste, high protein content, and soft texture and bite for extended shelf life. They are ideal for optimising texture, strengthening labelling claims, and creating a fast, easy-to-formulate solution that will keep consumers coming back for more.â❧