Cereal bars are multicomponent products prepared with cereals, nuts and fruits. The combination of ingredients and their compression modify texture, flavor and physical properties. The evaluation of these attributes is important for product development and quality control. Thus, the purpose of this study was to evaluate texture attributes, water activity and pH of cereal bars marketed in the city of Campinas, São Paulo, Brazil. Eight cereal bar samples (1 crunchy and 7 chewy) were evaluated regarding instrumental texture through two different tests, the three-point bending (3PB) test and the cut (shear) test, using a TA-XT2i Texture Analyser; water activity and pH. One-way analysis of variance (ANOVA) and the Tukey test were carried out for determining significant differences between means (p≤0.05). Cereal bars presented significant differences in all analyses. In the cut test, the force (N) imitates the first bite on food and varied between 27.39 ± 3.19 and 97.61 ± 12.59, having two well defined groups. In the 3PB test, the force (N) imitates the other bites, not including the first, and varied between 9.57 ± 1.27 and 66.30 ± 8.02, having three well defined groups. Results for pH varied between 4.52 ± 0.02 and 6.74 ± 0.04 and for water activity between 0.39 ± 0.00 and 0.62 ± 0.00. This study confirmed the great variations among cereal bars marketed in Brazil and serves as a basis for comparison for future studies.