

# **Energy Bar Market by Type (Protein Bar, Nutrition Bar, Cereal Bar, and Fiber Bar), Nature (Organic and Conventional), and Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Specialty Stores, and Online Sales Channel): Global Opportunity Analysis and Industry Forecast 2021–2028**

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## **Abstracts**

The global energy bar market was valued at \$645.0 million in 2020, and is estimated to reach \$1,010.9 million by 2028, registering a CAGR of 6.4% from 2021 to 2028.

Energy bars are high in energy as they contain ingredients such as granola, oats, nuts, and seeds. These bars are recommended for providing an instant energy boost during short workout sessions such as running or cycling. Since there is no added sugar in energy bars, they are suitable for everyone. Energy bars are regarded as a convenient on-the-go snack that provides an instant boost of energy.

The growing popularity of energy bars among athletes and young adults is an emerging driver that is expected to boost market growth during the forecast period. Athletes require healthy snacking to perform well and they must eat a meal at least once a day. Fiber-rich energy bars aid in appetite suppression, digestive health improvement, and weight management. As a result, there is an increase in demand for these products among athletes.

COVID-19 has also created opportunities for many private players to enter the market to meet the increased demand. In addition, as snacks are a quick and convenient source of nutrition and energy, the demand for innovative snack products, such as energy bars,

is consistently high in developed countries. Furthermore, COVID-19 has resulted in a significant shift in consumer behavior as customers in developing countries are less loyal to brand and are more willing to try new brands in a low-supply environment. As a result, online distributors are witnessing an increase in interest as home-bound consumers look for retail alternatives.

Professional athletes, who require a balanced diet of vitamins, carbohydrates, minerals, dietary protein, and dietary fat, are increasingly consuming energy bars. Athletes' growing demand for multifunctional and better-tasting food supplements is driving the sales of sports energy bars. As a result, the growing demand for sports nutrition is expected to drive the growth of the energy bar market.

Attributed to factors, such as the growing millennial population, rising disposable income, and increasing urban consumers, the global energy bar market is expected to witness increased popularity of online retailing. Fitness enthusiasts who want convenience while purchasing nutrition foods impose a strong demand for energy bars through online platforms.

The tough competition from energy bar competitors is a constraint for the market. Other constraints include lack of taste and high sugar content in many energy bars, which force consumers to reconsider energy bars as a healthy food product.

Manufacturers in the global energy bar market are now focusing on smart labeling in addition to introducing new and appealing flavors and tastes. These labels mention added or fortified functional ingredients found in energy bars to mask the presence of high sugar or calorie levels. To eliminate the general perception of various health risks associated with the consumption of confectionery, manufacturers added functional ingredients to their final products of energy bars to regain their customer base and target new consumers in the growing energy bar market.

The global energy bar market is segmented on the basis of type, nature, distribution channel, and region. On the basis of type, the market is categorized into protein bar, nutrition bar, cereal bar, and fiber bar. As per nature, it is divided into organic and conventional. According to distribution channel, the energy bar market is fragmented into hypermarkets & supermarkets, convenience stores, specialty stores, and online sales channel. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (the UK, France, the Netherlands, Germany, Turkey, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and the rest of Asia-Pacific), and LAMEA (Brazil, South Africa, the UAE, and the rest of

LAMEA).

The major players operating in the global energy bar market are Brighter Foods Ltd, Cliff Bar & Company, General Mills Inc, Kind LLC, McKee Foods Corporation, NuGo Nutrition, Premier Nutrition Inc, Probar LLC, Quest Nutrition, and Kellogg Company.

## KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of current trends, estimations, and dynamics of the global energy bar market from 2021 to 2028 to identify the prevailing market opportunities.

Porter's five forces analysis highlights the potency of the buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global industry. The market player positioning segment facilitates benchmarking while providing a clear understanding of the present position of the key market players.

The report includes analyses of the regional as well as global market, key players, market segments, application areas, and growth strategies.

## KEY MARKET SEGMENTS

By Type

Protein Bar

Nutrition Bar

Cereal Bar

Fiber Bar

## By Nature

Organic

Conventional

## By Distribution Channel

Hypermarkets & Supermarkets

Convenience Stores

Specialty Stores

Online Sales Channel

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

France

Netherlands

Germany

Turkey

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

UAE

Rest of LAMEA

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Key findings
  - 3.2.1.Top investment pockets
- 3.3.Porter's five forces analysis
- 3.4.Market share analysis/top player positioning, 2019
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Convenient and nutritional on-the-go snacking is in high demand
    - 3.5.1.2.Packaged snacks are becoming increasingly popular among consumers
    - 3.5.1.3.Infrastructural facilities for retailers are expanding
    - 3.5.1.4.High demand for energy bars from millennial population
  - 3.5.2.Restraints
    - 3.5.2.1.Consumer perceptions for snack bars are changing rapidly
    - 3.5.2.2.Challenges related to technology and processing
  - 3.5.3.Opportunities
    - 3.5.3.1.Surge in demand for dietary food items
    - 3.5.3.2.Increasing demand for flavored energy bars
- 3.6.Impact of COVID-19

### CHAPTER 4:ENERGY BAR MARKET, BY TYPE

*Energy Bar Market by Type (Protein Bar, Nutrition Bar, Cereal Bar, and Fiber Bar), Nature (Organic and Convent...*

#### 4.1.Overview

##### 4.1.1.Market size and forecast

#### 4.2.Protein bar

##### 4.2.1.Overview

##### 4.2.2.Key market trends, growth factors, and opportunities

##### 4.2.3.Market size and forecast

#### 4.3.Nutrition bar

##### 4.3.1.Overview

##### 4.3.2.Key market trends, growth factors, and opportunities

##### 4.3.3.Market size and forecast

#### 4.4.Cereal bar

##### 4.4.1.Overview

##### 4.4.2.Key market trends, growth factors, and opportunities

##### 4.4.3.Market size and forecast

#### 4.5.Fiber bar

##### 4.5.1.Overview

##### 4.5.2.Key market trends, growth factors, and opportunities

##### 4.5.3.Market size and forecast

### **CHAPTER 5:ENERGY BAR MARKET, BY NATURE**

#### 5.1.Overview

##### 5.1.1.Market size and forecast

#### 5.2.Organic

##### 5.2.1.Overview

##### 5.2.2.Key market trends, growth factors, and opportunities

##### 5.2.3.Market size and forecast

#### 5.3.Conventional

##### 5.3.1.Overview

##### 5.3.2.Key market trends, growth factors, and opportunities

##### 5.3.3.Market size and forecast

### **CHAPTER 6:ENERGY BAR MARKET, BY DISTRIBUTION CHANNEL**

#### 6.1.Overview

##### 6.1.1.Market size and forecast

#### 6.2.Hypermarket & supermarket

##### 6.2.1.Overview

- 6.2.2.Key market trends, growth factors, and opportunities
- 6.2.3.Market size and forecast
- 6.3.Convenience stores
  - 6.3.1.Overview
  - 6.3.2.Key market trends, growth factors, and opportunities
  - 6.3.3.Market size and forecast
- 6.4.Specialty stores
  - 6.4.1.Overview
  - 6.4.2.Key market trends, growth factors, and opportunities
  - 6.4.3.Market size and forecast
- 6.5.Online sales channel
  - 6.5.1.Overview
  - 6.5.2.Key market trends, growth factors, and opportunities
  - 6.5.3.Market size and forecast

## **CHAPTER 7:ENERGY BAR MARKET, BY REGION**

- 7.1.Overview
  - 7.1.1.Market size and forecast
- 7.2.North America
  - 7.2.1.Overview
  - 7.2.2.Key market trends, growth factors, and opportunities
  - 7.2.3.Market size and forecast, by type
  - 7.2.4.Market size and forecast, by nature
  - 7.2.5.Market size and forecast, by distribution channel
  - 7.2.6.Market size and forecast, by country
    - 7.2.6.1.U.S.
      - 7.2.6.1.1.Market size and forecast, by type
      - 7.2.6.1.2.Market size and forecast, by nature
      - 7.2.6.1.3.Market size and forecast, by distribution channel
    - 7.2.6.2.Canada
      - 7.2.6.2.1.Market size and forecast, by type
      - 7.2.6.2.2.Market size and forecast, by nature
      - 7.2.6.2.3.Market size and forecast, by distribution channel
    - 7.2.6.3.Mexico
      - 7.2.6.3.1.Market size and forecast, by type
      - 7.2.6.3.2.Market size and forecast, by nature
      - 7.2.6.3.3.Market size and forecast, by distribution channel
- 7.3.Europe



### 7.3.1.Overview

### 7.3.2.Key market trends, growth factors, and opportunities

### 7.3.3.Market size and forecast, by type

### 7.3.4.Market size and forecast, by nature

### 7.3.5.Market size and forecast, by distribution channel

### 7.3.6.Market size and forecast, by country

#### 7.3.6.1.U.K.

##### 7.3.6.1.1.Market size and forecast, by type

##### 7.3.6.1.2.Market size and forecast, by nature

##### 7.3.6.1.3.Market size and forecast, by distribution channel

#### 7.3.6.2.France

##### 7.3.6.2.1.Market size and forecast, by type

##### 7.3.6.2.2.Market size and forecast, by nature

##### 7.3.6.2.3.Market size and forecast, by distribution channel

#### 7.3.6.3.The Netherlands

##### 7.3.6.3.1.Market size and forecast, by type

##### 7.3.6.3.2.Market size and forecast, by nature

##### 7.3.6.3.3.Market size and forecast, by distribution channel

#### 7.3.6.4.Germany

##### 7.3.6.4.1.Market size and forecast, by type

##### 7.3.6.4.2.Market size and forecast, by nature

##### 7.3.6.4.3.Market size and forecast, by distribution channel

#### 7.3.6.5.Turkey

##### 7.3.6.5.1.Market size and forecast, by type

##### 7.3.6.5.2.Market size and forecast, by nature

##### 7.3.6.5.3.Market size and forecast, by distribution channel

#### 7.3.6.6.Rest of Europe

##### 7.3.6.6.1.Market size and forecast, by type

##### 7.3.6.6.2.Market size and forecast, by nature

##### 7.3.6.6.3.Market size and forecast, by distribution channel

### 7.4.Asia-Pacific

#### 7.4.1.Overview

#### 7.4.2.Key market trends, growth factors, and opportunities

#### 7.4.3.Market size and forecast, by type

#### 7.4.4.Market size and forecast, by nature

#### 7.4.5.Market size and forecast, by distribution channel

#### 7.4.6.Market size and forecast, by country

##### 7.4.6.1.China

##### 7.4.6.1.1.Market size and forecast, by type

- 7.4.6.1.2. Market size and forecast, by nature
- 7.4.6.1.3. Market size and forecast, by distribution channel

#### 7.4.6.2. Japan

- 7.4.6.2.1. Market size and forecast, by type
- 7.4.6.2.2. Market size and forecast, by nature
- 7.4.6.2.3. Market size and forecast, by distribution channel

#### 7.4.6.3. India

- 7.4.6.3.1. Market size and forecast, by type
- 7.4.6.3.2. Market size and forecast, by nature
- 7.4.6.3.3. Market size and forecast, by distribution channel

#### 7.4.6.4. South Korea

- 7.4.6.4.1. Market size and forecast, by type
- 7.4.6.4.2. Market size and forecast, by nature
- 7.4.6.4.3. Market size and forecast, by distribution channel

#### 7.4.6.5. Australia

- 7.4.6.5.1. Market size and forecast, by type
- 7.4.6.5.2. Market size and forecast, by nature
- 7.4.6.5.3. Market size and forecast, by distribution channel

#### 7.4.6.6. Rest of Asia-Pacific

- 7.4.6.6.1. Market size and forecast, by type
- 7.4.6.6.2. Market size and forecast, by nature
- 7.4.6.6.3. Market size and forecast, by distribution channel

### 7.5. LAMEA

#### 7.5.1. Overview

#### 7.5.2. Key market trends, growth factors, and opportunities

#### 7.5.3. Market size and forecast, by type

#### 7.5.4. Market size and forecast, by nature

#### 7.5.5. Market size and forecast, by distribution channel

#### 7.5.6. Market size and forecast, by country

##### 7.5.6.1. Brazil

- 7.5.6.1.1. Market size and forecast, by type
- 7.5.6.1.2. Market size and forecast, by nature
- 7.5.6.1.3. Market size and forecast, by distribution channel

##### 7.5.6.2. South Africa

- 7.5.6.2.1. Market size and forecast, by type
- 7.5.6.2.2. Market size and forecast, by nature
- 7.5.6.2.3. Market size and forecast, by distribution channel

##### 7.5.6.3. United Arab Emirates

- 7.5.6.3.1. Market size and forecast, by type

- 7.5.6.3.2. Market size and forecast, by nature
- 7.5.6.3.3. Market size and forecast, by distribution channel
- 7.5.6.4. Rest of LAMEA
  - 7.5.6.4.1. Market size and forecast, by type
  - 7.5.6.4.2. Market size and forecast, by nature
  - 7.5.6.4.3. Market size and forecast, by distribution channel

## **CHAPTER 8: COMPETITION LANDSCAPE**

- 8.1. Top winning strategies
- 8.2. Product mapping
- 8.3. Competitive dashboard
- 8.4. Competitive heat map
- 8.5. Key developments
  - 8.5.1. Acquisition
  - 8.5.2. Business Expansion
  - 8.5.3. Product Launch

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Brighter Foods Ltd
  - 9.1.1. Company overview
  - 9.1.2. Key Executives
  - 9.1.3. Company snapshot
  - 9.1.4. Product portfolio
- 9.2. Cliff Bar & Company
  - 9.2.1. Company overview
  - 9.2.2. Key Executives
  - 9.2.3. Company snapshot
  - 9.2.4. Product portfolio
  - 9.2.5. Key strategic moves and developments
- 9.3. General Mills Inc
  - 9.3.1. Company overview
  - 9.3.2. Key Executives
  - 9.3.3. Company snapshot
  - 9.3.4. Operating business segments
  - 9.3.5. Product portfolio
  - 9.3.6. R&D Expenditure
  - 9.3.7. Business performance

- 9.3.8.Key strategic moves and developments
- 9.4.Kind LLC
  - 9.4.1.Company overview
  - 9.4.2.Key Executives
  - 9.4.3.Company snapshot
  - 9.4.4.Product portfolio
  - 9.4.5.Key strategic moves and developments
- 9.5.McKee Foods Corporation
  - 9.5.1.Company overview
  - 9.5.2.Key Executives
  - 9.5.3.Company snapshot
  - 9.5.4.Product portfolio
- 9.6.NuGo Nutrition
  - 9.6.1.Company overview
  - 9.6.2.Key Executives
  - 9.6.3.Company snapshot
  - 9.6.4.Product portfolio
  - 9.6.5.Key strategic moves and developments
- 9.7.Premier Nutrition Inc
  - 9.7.1.Company overview
  - 9.7.2.Key Executives
  - 9.7.3.Company snapshot
  - 9.7.4.Operating business segments
  - 9.7.5.Product portfolio
  - 9.7.6.R&D Expenditure
  - 9.7.7.Business performance
- 9.8.Probar LLC
  - 9.8.1.Company overview
  - 9.8.2.Key Executives
  - 9.8.3.Company snapshot
  - 9.8.4.Product portfolio
  - 9.8.5.Key strategic moves and developments
- 9.9.Quest Nutrition
  - 9.9.1.Company overview
  - 9.9.2.Key Executives
  - 9.9.3.Company snapshot
  - 9.9.4.Product portfolio
  - 9.9.5.Key strategic moves and developments
- 9.10.The Kellogg Company

- 9.10.1. Company overview
- 9.10.2. Key Executives
- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. R&D Expenditure
- 9.10.7. Business performance
- 9.10.8. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 02.PROTEIN BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 03.NUTRITION BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 04.CEREAL BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 05.FIBER BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 06.GLOBAL ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 07.ORGANIC ENERGY BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 08.CONVENTIONAL ENERGY BAR MARKET REVENUE, BY REGION, 2020–2028 (\$MILLION)

TABLE 09.ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 10.ENERGY BAR MARKET REVENUE FOR HYPERMARKETS & SUPERMARKETS, BY REGION, 2020–2028 (\$MILLION)

TABLE 11.ENERGY BAR MARKET REVENUE FOR CONVENIENCE STORES, BY REGION, 2020–2028 (\$MILLION)

TABLE 12.ENERGY BAR MARKET REVENUE FOR SPECIALTY STORES, BY REGION, 2020–2028 (\$MILLION)

TABLE 13.ENERGY BAR MARKET REVENUE FOR ONLINE SALES CHANNEL, BY REGION, 2020–2028 (\$MILLION)

TABLE 14.ENERGY BAR MARKET, BY REGION, 2020–2028 (\$MILLION)

TABLE 15.NORTH AMERICA ENERGY BAR MARKET, BY TYPE, 2020–2028 (\$MILLION)

TABLE 16.NORTH AMERICA ENERGY BAR MARKET, BY NATURE, 2020–2028 (\$MILLION)

TABLE 17.NORTH AMERICA ENERGY BAR MARKET, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 18.NORTH AMERICA ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020–2028 (\$MILLION)

TABLE 19.U.S. ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 20.U.S. ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 21.U.S. ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 22.CANADA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 23.CANADA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 24.CANADA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 25.MEXICO ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 26.MEXICO ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 27.MEXICO ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 28.EUROPE ENERGY BAR MARKET, BY TYPE, 2020–2028 (\$MILLION)

TABLE 29.EUROPE ENERGY BAR MARKET, BY NATURE, 2020–2028 (\$MILLION)

TABLE 30.EUROPE ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 31.EUROPE ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020–2028 (\$MILLION)

TABLE 32.UK ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 33.UK ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 34.UK ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 35.FRANCE ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 36.FRANCE ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 37.FRANCE ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 38.THE NETHERLANDS ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 39.THE NETHERLANDS ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 40.NETHERLANDS ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 41.GERMANY ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 42.GERMANY ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 43.GERMANY ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 44.TURKEY ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 45.TURKEY ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 46.TURKEY ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 47.REST OF EUROPE ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 48.REST OF EUROPE ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 49.REST OF EUROPE ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 50.ASIA-PACIFIC ENERGY BAR MARKET, BY TYPE, 2020–2028 (\$MILLION)

TABLE 51.ASIA-PACIFIC ENERGY BAR MARKET, BY NATURE, 2020–2028 (\$MILLION)

TABLE 52.ASIA-PACIFIC ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 53.ASIA-PACIFIC ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020–2028 (\$MILLION)

TABLE 54.CHINA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 55.CHINA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 56.CHINA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 57.JAPAN ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 58.JAPAN ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 59.JAPAN ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 60.INDIA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 61.INDIA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)



TABLE 62.INDIA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 63.SOUTH KOREA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 64.SOUTH KOREA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 65.SOUTH KOREA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 66.AUSTRALIA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 67.AUSTRALIA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 68.AUSTRALIA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 69.REST OF ASIA-PACIFIC ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 70.REST OF ASIA-PACIFIC ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 71.REST OF ASIA-PACIFIC ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 72.LAMEA ENERGY BAR MARKET, BY TYPE, 2020–2028 (\$MILLION)

TABLE 73.LAMEA ENERGY BAR MARKET, BY NATURE, 2020–2028 (\$MILLION)

TABLE 74.LAMEA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 75.LAMEA ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020–2028 (\$MILLION)

TABLE 76.BRAZIL ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 77.BRAZIL ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 78.BRAZIL ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 79.SOUTH AFRICA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 80.SOUTH AFRICA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 81.SOUTH AFRICA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 82.UNITED ARAB EMIRATES ENERGY BAR MARKET REVENUE, BY TYPE,

2020–2028 (\$MILLION)

TABLE 83.UNITED ARAB EMIRATES ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 84.UNITED ARAB EMIRATES ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 85.REST OF LAMEA ENERGY BAR MARKET REVENUE, BY TYPE, 2020–2028 (\$MILLION)

TABLE 86.REST OF LAMEA ENERGY BAR MARKET REVENUE, BY NATURE, 2020–2028 (\$MILLION)

TABLE 87.REST OF LAMEA ENERGY BAR MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2020–2028 (\$MILLION)

TABLE 88.BRIGHTER FOODS LTD: KEY EXECUTIVES

TABLE 89.BRIGHTER FOODS LTD: COMPANY SNAPSHOT

TABLE 90.BRIGHTER FOODS LTD: PRODUCT PORTFOLIO

TABLE 91.CLIF BAR & COMPANY: KEY EXECUTIVES

TABLE 92.CLIF BAR & COMPANY: COMPANY SNAPSHOT

TABLE 93.CLIF BAR & COMPANY: PRODUCT PORTFOLIO

TABLE 94.GENERAL MILLS INC: KEY EXECUTIVES

TABLE 95.GENERAL MILLS INC: COMPANY SNAPSHOT

TABLE 96.GENERAL MILLS INC: OPERATING SEGMENTS

TABLE 97.GENERAL MILLS INC: PRODUCT PORTFOLIO

TABLE 98.GENERAL MILLS INC: R&D EXPENDITURE, 2018–2020 (\$MILLION)

TABLE 99.GENERAL MILLS INC: NET SALES, 2018–2020 (\$MILLION)

TABLE 100.KIND LLC: KEY EXECUTIVES

TABLE 101.KIND LLC: COMPANY SNAPSHOT

TABLE 102.KIND LLC: PRODUCT PORTFOLIO

TABLE 103.MCKEE FOODS CORPORATION: KEY EXECUTIVES

TABLE 104.MCKEE FOODS CORPORATION: COMPANY SNAPSHOT

TABLE 105.MCKEE FOODS CORPORATION: PRODUCT PORTFOLIO

TABLE 106.NUGO NUTRITION: KEY EXECUTIVES

TABLE 107.NUGO NUTRITION: COMPANY SNAPSHOT

TABLE 108.NUGO NUTRITION: PRODUCT PORTFOLIO

TABLE 109.PREMIER NUTRITION INC: KEY EXECUTIVES

TABLE 110.PREMIER NUTRITION INC: COMPANY SNAPSHOT

TABLE 111.PREMIER NUTRITION INC: OPERATING SEGMENTS

TABLE 112.PREMIER NUTRITION INC: PRODUCT PORTFOLIO

TABLE 113.PREMIER NUTRITION INC: R&D EXPENDITURE, 2018–2020 (\$MILLION)

TABLE 114.PREMIER NUTRITION INC: NET SALES, 2018–2020 (\$MILLION)

TABLE 115.PROBAR LLC: KEY EXECUTIVES

TABLE 116.	PROBAR LLC: COMPANY SNAPSHOT
TABLE 117.	PROBAR LLC: PRODUCT PORTFOLIO
TABLE 118.	QUEST NUTRITION: KEY EXECUTIVES
TABLE 119.	QUEST NUTRITION: COMPANY SNAPSHOT
TABLE 120.	QUEST NUTRITION: PRODUCT PORTFOLIO
TABLE 121.	THE KELLOGG COMPANY: KEY EXECUTIVES
TABLE 122.	THE KELLOGG COMPANY: COMPANY SNAPSHOT
TABLE 123.	THE KELLOGG COMPANY: OPERATING SEGMENTS
TABLE 124.	THE KELLOGG COMPANY: PRODUCT PORTFOLIO
TABLE 125.	THE KELLOGG COMPANY: R&D EXPENDITURE, 2018–2020 (\$MILLION)
TABLE 126.	THE KELLOGG COMPANY: NET SALES, 2018–2020 (\$MILLION)

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENT

FIGURE 02.GLOBAL ENERGY BAR MARKET SNAPSHOT, 2020-2028

FIGURE 03.TOP INVESTMENT POCKETS

FIGURE 04.MODERATE BARGAINING POWER OF SUPPLIERS

FIGURE 05.MODERATE BARGAINING POWER OF BUYERS

FIGURE 06.MODERATE THREAT OF NEW ENTRANTS

FIGURE 07.MODERATE THREAT OF SUBSTITUTION

FIGURE 08.MODERATE INTENSITY OF RIVALRY

FIGURE 09.MARKET SHARE ANALYSIS/TOP PLAYER POSITIONING, 2019

FIGURE 10.ENERGY BAR MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 11.ENERGY BAR MARKET, BY TYPE, 2020 (%)

FIGURE 12.COMPARATIVE SHARE ANALYSIS OF PROTEIN BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF NUTRITION BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF CEREAL BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF FIBER BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 16.ENERGY BAR MARKET, BY NATURE, 2020 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF ORGANIC ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS OF CONVENTIONAL ENERGY BAR MARKET REVENUE, BY COUNTRY, 2020 & 2028 (%)

FIGURE 19.ENERGY BAR MARKET, BY DISTRIBUTION CHANNEL, 2020 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF ENERGY BAR MARKET REVENUE FOR HYPERMARKETS & SUPERMARKETS, BY COUNTRY, 2020 & 2028 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF ENERGY BAR MARKET REVENUE FOR CONVENIENCE STORES, BY COUNTRY, 2020 & 2028 (%)

FIGURE 22.COMPARATIVE SHARE ANALYSIS OF ENERGY BAR MARKET REVENUE FOR SPECIALTY STORES, BY COUNTRY, 2020 & 2028 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS OF ENERGY BAR MARKET REVENUE FOR ONLINE SALES CHANNEL, BY COUNTRY, 2020 & 2028 (%)

- FIGURE 24.ENERGY BAR MARKET, BY REGION, 2020 (%)
- FIGURE 25.U.S. ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 26.CANADA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 27.MEXICO ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 28.U.K. ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 29.FRANCE ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 30.THE NETHERLANDS ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 31.GERMANY ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 32.TURKEY ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 33.REST OF EUROPE ENERGY BAR MARKET REVENUE, 2020–2028 (\$MILLION)
- FIGURE 34.CHINA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 35.JAPAN ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 36.INDIA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 37.SOUTH KOREA ENERGY BAR MARKET, 2020-2028 (\$MILLION)
- FIGURE 38.AUSTRALIA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 39.REST OF ASIA-PACIFIC ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 40.BRAZIL ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 41.SOUTH AFRICA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 42.UNITED ARAB EMIRATES ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 43.REST OF LAMEA ENERGY BAR MARKET, 2020–2028 (\$MILLION)
- FIGURE 44.TOP WINNING STRATEGIES, BY YEAR, 2018–2020\*
- FIGURE 45.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2018–2020\* (%)
- FIGURE 46.TOP WINNING STRATEGIES, BY COMPANY, 2018–2020\*
- FIGURE 47.PRODUCT MAPPING OF TOP 10 KEY PLAYERS
- FIGURE 48.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 49.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 50.GENERAL MILLS INC: R&D EXPENDITURE, 2018–2020 (\$MILLION)
- FIGURE 51.GENERAL MILLS INC: NET SALES, 2018–2020 (\$MILLION)
- FIGURE 52.GENERAL MILLS INC: REVENUE SHARE BY SEGMENT, 2020 (%)
- FIGURE 53.GENERAL MILLS INC: REVENUE SHARE BY REGION, 2020 (%)
- FIGURE 54.PREMIER NUTRITION INC: R&D EXPENDITURE, 2018–2020 (\$MILLION)
- FIGURE 55.PREMIER NUTRITION INC: NET SALES, 2018–2020 (\$MILLION)
- FIGURE 56.PREMIER NUTRITION INC: REVENUE SHARE BY SEGMENT, 2020 (%)
- FIGURE 57.THE KELLOGG COMPANY: R&D EXPENDITURE, 2018–2020 (\$MILLION)
- FIGURE 58.THE KELLOGG COMPANY: NET SALES, 2018–2020 (\$MILLION)
- FIGURE 59.THE KELLOGG COMPANY: REVENUE SHARE BY SEGMENT, 2020 (%)

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