

# **Mixed Energy Bar Market By Ingredient Type (Plant-Based, Animal-Based) , By Nature (Organic, Conventional) By Distribution Channel (Supermarkets/Hypermarkets, Drug Stores & Pharmacies, Convenience Stores, Online, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033**

<https://marketpublishers.com/r/M5AEE23040DBEN.html>

Date: September 2024

Pages: 235

Price: US\$ 2,439.00 (Single User License)

ID: M5AEE23040DBEN

## **Abstracts**

The mixed energy bar market was valued at \$3.3 billion in 2023, and is projected to reach \$9.3 billion by 2033, growing at a CAGR of 11% from 2024 to 2033.

A mixed energy bar is a convenient, nutrient-dense snack designed to provide a quick source of energy and essential nutrients, often combining various ingredients such as grains, nuts, seeds, dried fruits, and sometimes protein powders or other supplements. These bars are popular among athletes, fitness enthusiasts, and busy individuals seeking a healthy on-the-go option.

The growth of the global mixed energy bar market is driven by rise in focus on health and wellness among consumers and inclination toward energy bars that offer balanced nutrition and clean ingredients. In addition, increase in individuals engaging in fitness activities, outdoor sports, and adventure travel is fueling the need for convenient and portable energy sources, which significantly contributes toward the market growth. Moreover, rise in online shopping has made it easier for consumers to access a wide range of energy bar options, thus increasing market penetration and sales. Furthermore, increase in food allergies and dietary restrictions among consumers has prompted manufacturers to develop energy bars that cater to specific needs, such as nut-free or low-sugar options, which significantly fosters the market growth. However,

many mixed energy bars contain added sugars, which limit their demand among health-conscious consumers who are seeking low-sugar or sugar-free options. In addition, limited shelf life of energy bars due to the presence of natural ingredients like nuts and fruits can lead to concerns about freshness and quality, thereby hampering the market growth. On the contrary, manufacturers are continually innovating with new flavors, textures, and formulations, catering to various dietary preferences such as vegan, gluten-free, and high-protein. Such developments are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global mixed energy bar market is segmented into ingredient type, nature, distribution channel, and region. On the basis of ingredient type, the market is divided into plant-based and animal-based. As per nature, it is segregated into organic and conventional. Depending on distribution channel, it is divided into supermarkets/hypermarkets, drug stores & pharmacies, convenience stores, online, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

### Key Findings

By ingredient type, the animal-based segment held the highest market share in 2023, and is expected to retain its dominance from 2024 to 2033.

On the basis of nature, the conventional segment garnered the largest share in 2023, and is projected to continue the same trend throughout the forecast period.

Depending on distribution channel, the supermarkets/hypermarkets segment was the major shareholder 2023, and is expected to lead during the forecast period.

Region wise, North America was the key revenue generator in 2023, and is expected to emerge as the most lucrative market for mixed energy bar in the near future.

### Competition Analysis

Competitive analysis and profiles of the major players in the global mixed energy bar market include Mars, Incorporated., PROBAR LLC, McKee Foods Corporation, THG Plc, The Simply Good Foods Company, General Mills Inc., BellRing Brands, Inc, NuGo Nutrition, Inc., MONDELEZ INTERNATIONAL, INC, and Kellogg Company. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to sustain the intense competition

and gain a strong foothold in the global market.

Additional benefits you will get with this purchase are:

Quarterly Update and\* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support\* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization\* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response\*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Expanded list for Company Profiles

## SWOT Analysis

### Key Market Segments

#### By Ingredient Type

Plant-Based

Animal-Based

#### By Nature

Organic

Conventional

#### By Distribution Channel

Supermarkets/Hypermarkets

Drug Stores Pharmacies

Convenience Stores

Online

Others

#### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Mars, Incorporated.

PROBAR LLC

McKee Foods Corporation

THG plc

The Simply Good Foods Company

General Mills Inc.

BellRing Brands, Inc

NuGo Nutrition, Inc.

MONDELEZ INTERNATIONAL, INC

Kellogg Company

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 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. CXO Perspective

### **CHAPTER 3: MARKET LANDSCAPE**

- 3.1. Market Definition and Scope
- 3.2. Key Findings
  - 3.2.1. Top Investment Pockets
  - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
  - 3.3.1. Bargaining Power of Suppliers
  - 3.3.2. Threat of New Entrants
  - 3.3.3. Threat of Substitutes
  - 3.3.4. Competitive Rivalry
  - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
  - 3.4.1. Drivers
  - 3.4.2. Restraints
  - 3.4.3. Opportunities

### **CHAPTER 4: MIXED ENERGY BAR MARKET, BY INGREDIENT TYPE**

- 4.1. Market Overview
  - 4.1.1 Market Size and Forecast, By Ingredient Type
- 4.2. Plant-Based
  - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Animal-Based
  - 4.3.1. Key Market Trends, Growth Factors and Opportunities
  - 4.3.2. Market Size and Forecast, By Region
  - 4.3.3. Market Share Analysis, By Country

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

- 5.1. Market Overview
  - 5.1.1 Market Size and Forecast, By Nature
- 5.2. Organic
  - 5.2.1. Key Market Trends, Growth Factors and Opportunities
  - 5.2.2. Market Size and Forecast, By Region
  - 5.2.3. Market Share Analysis, By Country
- 5.3. Conventional
  - 5.3.1. Key Market Trends, Growth Factors and Opportunities
  - 5.3.2. Market Size and Forecast, By Region
  - 5.3.3. Market Share Analysis, By Country

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

- 6.1. Market Overview
  - 6.1.1 Market Size and Forecast, By Distribution Channel
- 6.2. Supermarkets/Hypermarkets
  - 6.2.1. Key Market Trends, Growth Factors and Opportunities
  - 6.2.2. Market Size and Forecast, By Region
  - 6.2.3. Market Share Analysis, By Country
- 6.3. Drug Stores Pharmacies
  - 6.3.1. Key Market Trends, Growth Factors and Opportunities
  - 6.3.2. Market Size and Forecast, By Region
  - 6.3.3. Market Share Analysis, By Country
- 6.4. Convenience Stores
  - 6.4.1. Key Market Trends, Growth Factors and Opportunities
  - 6.4.2. Market Size and Forecast, By Region
  - 6.4.3. Market Share Analysis, By Country
- 6.5. Online
  - 6.5.1. Key Market Trends, Growth Factors and Opportunities
  - 6.5.2. Market Size and Forecast, By Region

6.5.3. Market Share Analysis, By Country

6.6. Others

6.6.1. Key Market Trends, Growth Factors and Opportunities

6.6.2. Market Size and Forecast, By Region

6.6.3. Market Share Analysis, By Country

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

7.1. Market Overview

7.1.1 Market Size and Forecast, By Region

7.2. North America

7.2.1. Key Market Trends and Opportunities

7.2.2. Market Size and Forecast, By Ingredient Type

7.2.3. Market Size and Forecast, By Nature

7.2.4. Market Size and Forecast, By Distribution Channel

7.2.5. Market Size and Forecast, By Country

7.2.6. U.S. Mixed Energy Bar Market

7.2.6.1. Market Size and Forecast, By Ingredient Type

7.2.6.2. Market Size and Forecast, By Nature

7.2.6.3. Market Size and Forecast, By Distribution Channel

7.2.7. Canada Mixed Energy Bar Market

7.2.7.1. Market Size and Forecast, By Ingredient Type

7.2.7.2. Market Size and Forecast, By Nature

7.2.7.3. Market Size and Forecast, By Distribution Channel

7.2.8. Mexico Mixed Energy Bar Market

7.2.8.1. Market Size and Forecast, By Ingredient Type

7.2.8.2. Market Size and Forecast, By Nature

7.2.8.3. Market Size and Forecast, By Distribution Channel

7.3. Europe

7.3.1. Key Market Trends and Opportunities

7.3.2. Market Size and Forecast, By Ingredient Type

7.3.3. Market Size and Forecast, By Nature

7.3.4. Market Size and Forecast, By Distribution Channel

7.3.5. Market Size and Forecast, By Country

7.3.6. France Mixed Energy Bar Market

7.3.6.1. Market Size and Forecast, By Ingredient Type

7.3.6.2. Market Size and Forecast, By Nature

7.3.6.3. Market Size and Forecast, By Distribution Channel

7.3.7. Germany Mixed Energy Bar Market

- 7.3.7.1. Market Size and Forecast, By Ingredient Type
- 7.3.7.2. Market Size and Forecast, By Nature
- 7.3.7.3. Market Size and Forecast, By Distribution Channel
- 7.3.8. Italy Mixed Energy Bar Market
  - 7.3.8.1. Market Size and Forecast, By Ingredient Type
  - 7.3.8.2. Market Size and Forecast, By Nature
  - 7.3.8.3. Market Size and Forecast, By Distribution Channel
- 7.3.9. Spain Mixed Energy Bar Market
  - 7.3.9.1. Market Size and Forecast, By Ingredient Type
  - 7.3.9.2. Market Size and Forecast, By Nature
  - 7.3.9.3. Market Size and Forecast, By Distribution Channel
- 7.3.10. UK Mixed Energy Bar Market
  - 7.3.10.1. Market Size and Forecast, By Ingredient Type
  - 7.3.10.2. Market Size and Forecast, By Nature
  - 7.3.10.3. Market Size and Forecast, By Distribution Channel
- 7.3.11. Rest Of Europe Mixed Energy Bar Market
  - 7.3.11.1. Market Size and Forecast, By Ingredient Type
  - 7.3.11.2. Market Size and Forecast, By Nature
  - 7.3.11.3. Market Size and Forecast, By Distribution Channel
- 7.4. Asia-Pacific
  - 7.4.1. Key Market Trends and Opportunities
  - 7.4.2. Market Size and Forecast, By Ingredient Type
  - 7.4.3. Market Size and Forecast, By Nature
  - 7.4.4. Market Size and Forecast, By Distribution Channel
  - 7.4.5. Market Size and Forecast, By Country
  - 7.4.6. China Mixed Energy Bar Market
    - 7.4.6.1. Market Size and Forecast, By Ingredient Type
    - 7.4.6.2. Market Size and Forecast, By Nature
    - 7.4.6.3. Market Size and Forecast, By Distribution Channel
  - 7.4.7. Japan Mixed Energy Bar Market
    - 7.4.7.1. Market Size and Forecast, By Ingredient Type
    - 7.4.7.2. Market Size and Forecast, By Nature
    - 7.4.7.3. Market Size and Forecast, By Distribution Channel
  - 7.4.8. India Mixed Energy Bar Market
    - 7.4.8.1. Market Size and Forecast, By Ingredient Type
    - 7.4.8.2. Market Size and Forecast, By Nature
    - 7.4.8.3. Market Size and Forecast, By Distribution Channel
  - 7.4.9. South Korea Mixed Energy Bar Market
    - 7.4.9.1. Market Size and Forecast, By Ingredient Type

- 7.4.9.2. Market Size and Forecast, By Nature
- 7.4.9.3. Market Size and Forecast, By Distribution Channel
- 7.4.10. Australia Mixed Energy Bar Market
  - 7.4.10.1. Market Size and Forecast, By Ingredient Type
  - 7.4.10.2. Market Size and Forecast, By Nature
  - 7.4.10.3. Market Size and Forecast, By Distribution Channel
- 7.4.11. Rest of Asia-Pacific Mixed Energy Bar Market
  - 7.4.11.1. Market Size and Forecast, By Ingredient Type
  - 7.4.11.2. Market Size and Forecast, By Nature
  - 7.4.11.3. Market Size and Forecast, By Distribution Channel
- 7.5. LAMEA
  - 7.5.1. Key Market Trends and Opportunities
  - 7.5.2. Market Size and Forecast, By Ingredient Type
  - 7.5.3. Market Size and Forecast, By Nature
  - 7.5.4. Market Size and Forecast, By Distribution Channel
  - 7.5.5. Market Size and Forecast, By Country
  - 7.5.6. Brazil Mixed Energy Bar Market
    - 7.5.6.1. Market Size and Forecast, By Ingredient Type
    - 7.5.6.2. Market Size and Forecast, By Nature
    - 7.5.6.3. Market Size and Forecast, By Distribution Channel
  - 7.5.7. South Africa Mixed Energy Bar Market
    - 7.5.7.1. Market Size and Forecast, By Ingredient Type
    - 7.5.7.2. Market Size and Forecast, By Nature
    - 7.5.7.3. Market Size and Forecast, By Distribution Channel
  - 7.5.8. Saudi Arabia Mixed Energy Bar Market
    - 7.5.8.1. Market Size and Forecast, By Ingredient Type
    - 7.5.8.2. Market Size and Forecast, By Nature
    - 7.5.8.3. Market Size and Forecast, By Distribution Channel
  - 7.5.9. UAE Mixed Energy Bar Market
    - 7.5.9.1. Market Size and Forecast, By Ingredient Type
    - 7.5.9.2. Market Size and Forecast, By Nature
    - 7.5.9.3. Market Size and Forecast, By Distribution Channel
  - 7.5.10. Argentina Mixed Energy Bar Market
    - 7.5.10.1. Market Size and Forecast, By Ingredient Type
    - 7.5.10.2. Market Size and Forecast, By Nature
    - 7.5.10.3. Market Size and Forecast, By Distribution Channel
  - 7.5.11. Rest of LAMEA Mixed Energy Bar Market
    - 7.5.11.1. Market Size and Forecast, By Ingredient Type
    - 7.5.11.2. Market Size and Forecast, By Nature

### 7.5.11.3. Market Size and Forecast, By Distribution Channel

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

- 8.1. Introduction
- 8.2. Top Winning Strategies
- 8.3. Product Mapping Of Top 10 Player
- 8.4. Competitive Dashboard
- 8.5. Competitive Heatmap
- 8.6. Top Player Positioning, 2023

## **CHAPTER 9: COMPANY PROFILES**

- 9.1. Mars, Incorporated.
  - 9.1.1. Company Overview
  - 9.1.2. Key Executives
  - 9.1.3. Company Snapshot
  - 9.1.4. Operating Business Segments
  - 9.1.5. Product Portfolio
  - 9.1.6. Business Performance
  - 9.1.7. Key Strategic Moves and Developments
- 9.2. PROBAR LLC
  - 9.2.1. Company Overview
  - 9.2.2. Key Executives
  - 9.2.3. Company Snapshot
  - 9.2.4. Operating Business Segments
  - 9.2.5. Product Portfolio
  - 9.2.6. Business Performance
  - 9.2.7. Key Strategic Moves and Developments
- 9.3. McKee Foods Corporation
  - 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. Business Performance
  - 9.3.7. Key Strategic Moves and Developments
- 9.4. THG Plc
  - 9.4.1. Company Overview

- 9.4.2. Key Executives
- 9.4.3. Company Snapshot
- 9.4.4. Operating Business Segments
- 9.4.5. Product Portfolio
- 9.4.6. Business Performance
- 9.4.7. Key Strategic Moves and Developments
- 9.5. The Simply Good Foods Company
  - 9.5.1. Company Overview
  - 9.5.2. Key Executives
  - 9.5.3. Company Snapshot
  - 9.5.4. Operating Business Segments
  - 9.5.5. Product Portfolio
  - 9.5.6. Business Performance
  - 9.5.7. Key Strategic Moves and Developments
- 9.6. General Mills Inc.
  - 9.6.1. Company Overview
  - 9.6.2. Key Executives
  - 9.6.3. Company Snapshot
  - 9.6.4. Operating Business Segments
  - 9.6.5. Product Portfolio
  - 9.6.6. Business Performance
  - 9.6.7. Key Strategic Moves and Developments
- 9.7. BellRing Brands, 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. Business Performance
  - 9.7.7. Key Strategic Moves and Developments
- 9.8. NuGo Nutrition, Inc.
  - 9.8.1. Company Overview
  - 9.8.2. Key Executives
  - 9.8.3. Company Snapshot
  - 9.8.4. Operating Business Segments
  - 9.8.5. Product Portfolio
  - 9.8.6. Business Performance
  - 9.8.7. Key Strategic Moves and Developments
- 9.9. MONDELEZ INTERNATIONAL, INC

- 9.9.1. Company Overview
- 9.9.2. Key Executives
- 9.9.3. Company Snapshot
- 9.9.4. Operating Business Segments
- 9.9.5. Product Portfolio
- 9.9.6. Business Performance
- 9.9.7. Key Strategic Moves and Developments
- 9.10. 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. Business Performance
  - 9.10.7. Key Strategic Moves and Developments

## I would like to order

Product name: Mixed Energy Bar Market By Ingredient Type (Plant-Based, Animal-Based) , By Nature (Organic, Conventional) By Distribution Channel (Supermarkets/Hypermarkets, Drug Stores & Pharmacies, Convenience Stores, Online, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/M5AEE23040DBEN.html>

Price: US\$ 2,439.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M5AEE23040DBEN.html>