

Development and Market of Energy Bar in China Proposal

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Abstracts

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Energy bars are supplemental bars containing cereals and other high energy foods targeted at people that require quick energy but do not have time for a meal. They are different from energy drinks, which contain caffeine, whereas bars provide food energy.

The market for bars is growing thanks to the public's demand for healthy foods. US bar sales are expected to increase from \$5.5 billion to \$6.2 billion between 2013 and 2018; driving this rise are consumers who are ever more aware of the link between smart food choices and improved health. Energy and nutrition bars continued to have only low sales in China, mainly due to limited product awareness. Sales are thus hindered by a small consumer base, with sales being strongest among young urban women, and by a small number of brands. There was also little marketing support for energy and nutrition bars towards the end of the review period, with only a few companies having a strong presence and investing little in advertising or educating consumers about energy and nutrition bars.

1) The Aim of Report

To provide readers with comprehensive and in depth understanding of global and Chinese energy bar industry;

To analyze the market demand and supply of energy bar industry;

To analyze the profitability of energy bar industry;

To analyze market size of the industry;

To discover import and export statistics of the industry;

To reveal opportunities for energy bar industry in global and China.

2) Benefit from the Report

Obtain latest info of energy bar industry, such as market size, price index, key players, etc.;

Find out how Chinese energy bar market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

3) Deliverables

Word-format report, with around 30 50 pages;

Excel-format database of key players of energy bar;

Excel-format market data of energy bar;

4) Time needed

2 or 3 weeks needed

Contents

EXECUTIVE SUMMARY

DEFINITION AND METHODOLOGY

1 GLOBAL FUNCTIONAL FOOD INDUSTRY

- 1.1 Market Size
- 1.2 Snack Market
- 1.3 Health and Wellness Product Market
- 1.4 Functional Food Market

2 GLOBAL ENERGY BAR MARKET

- 2.1 Energy Bar Market
- 2.2 Energy Bar Overview
- 2.3 Market Size
- 2.4 Demand
- 2.5 Supply

3 CHINESE ENERGY BAR MARKET

- 3.1 Energy Bar Market
- 3.2 Energy Bar Overview
- 3.3 Market Size
- 3.4 Demand
- 3.5 Supply

4 CHINESE ENERGY BAR INDUSTRY COMPETIVENESS

- 4.1 Ingredients
- 4.2 Consumer
- 4.3 Pricing
- 4.4 Substitute Goods

5 FOREIGN BELLWETHER COMPANY

- 5.1 Kellogg Company

- 5.1.1 Introduction
- 5.1.2 Product
- 5.1.3 Sales Network
- 5.1.4 Competitive Advantage
- 5.2 Clif Bar & Company
- 5.3 General Mills, Inc.
- 5.4 Met-Rx Substrate Technology, Inc.
- 5.5 PowerBar, Inc.
- 5.6 Mars, Inc.

6 CHINESE BELLWETHER COMPANY

- 6.1 Pei Tien Food Co., Ltd
 - 6.1.1 Introduction
 - 6.1.2 Product
 - 6.1.3 Sales Network
 - 6.1.4 Competitive Advantage
- 6.2 Beijing Competitor Sports Science&Tech.Co.,Ltd
- 6.3 Quanzhou Hongyi Food Co., Ltd
- 6.4 Guangdong By-Health Biotechnology Co., Ltd

7 FORECAST AND PROSPECTIVE

8 CONCLUSION AND RECOMMENDATION

ASKCI'S LEGAL DISCLAIMER

List Of Figures

LIST OF FIGURES

Figure 1 Global energy and nutrition bar sales

Figure 2 Chinese energy and nutrition bar sales

Figure 3 Chinese energy and nutrition bar brands and concentration

List Of Tables

LIST OF TABLES

Table 1 Major energy and nutrition bar brands in China

Table 2 Global energy bar demand

Table 3 Foreign countries energy bar sales

COMPANIES COVERED

Kellogg Company

Clif Bar & Company

General Mills, Inc.

Met-Rx Substrate Technology, Inc.

PowerBar, Inc.

Mars, Inc.

Chinese Bellwether Company

Pei Tien Food Co., Ltd

Beijing Competitor Sports Science&Tech.Co.,Ltd

Quanzhou Hongyi Food Co., Ltd

Guangdong By-Health Biotechnology Co., Ltd

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