

# **Global Energy Bar Market Size study, by Type (Organic and Conventional), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialist Retailers, Online Retail, and Other Distribution Channels) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Energy Bar Market is valued approximately at USD 2.96 Billion in 2020 and is anticipated to grow with a healthy growth rate of more than 3.32% over the forecast period 2021-2027. Energy bars are supplement bars which are consumed for quick energy as they are fortified with minerals and vitamins. The global Energy Bar market is being driven by increase in the demand for health food products to maintain balanced lifestyle. According to Statista, there has been increase in market value of health and wellness worldwide from USD 726.92 Billion in 2017 to USD 811.82 billion in 2021. Another important driving factor is the introduction of new product launches with unique ingredients. For instance, in October 2020, KIND Healthy Snacks launched the energy bar KIND® Energy made from whole grains, oats, and less sugar. Furthermore, the rising demand for nutrition rich food products by sports enthusiasts, growing awareness through e-commerce coverage, increasing prevalence of chronic diseases such as blood pressure, diabetes, cardiovascular diseases and others and the adoption of hectic lifestyle, will create new opportunities for the global Energy Bar industry. However, availability of substitute and high cost of the product may impede market growth over the forecast period of 2021-2027.

The regional analysis is based on the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World for the global Energy Bar Market. Asia Pacific is the leading region across the world in terms of market share and is anticipated

to exhibit the highest CAGR over the forecast period 2021-2027 due to the rise in consumers' preference for health-conscious products, enhancing e-commerce coverage, and large consumer base, in the region.

Major market player included in this report are:

Kellogg Co.

General Mills Inc.

Clif Bar & Company

Health Warrior

Verb Energy, Inc.

Novacap

Bite Snacks

PowerBar

SternLife

Hero Group

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Organic

Conventional

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialist Retailers

Online Retail

Other Distribution Channels

By Region:

North America

U.S.

Canada

Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Energy Bar Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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