

# **Global Nutritional/Functional Bars Market Size study & Forecast, by Material by Type (Fiber bars, Protein Bars, Others), By Nature (Gluten Free, Non-GMO Free, Others), by Distribution Channel (Hypermarket/Supermarket, Convenience Stores, Specialty Stores, Online Sales Channel, Others), and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Nutritional/Functional Bars Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2029. Nutritional/Functional Bars are supplemented bars consisting of energy foods and cereals. The nutrition bars offer quick energy or work as a meal replacement. It helps to increase muscle mass and keeps fat off by providing various types of protein, carbohydrates, and fats. The Nutritional/Functional Bars market is expanding because of factors such as the rising demand for healthy and nutrition-rich products & growing millennial population in the forecast period.

According to Statista in 2022, the global health and wellness food market was valued at around USD 841 billion. And by 2026, the market is projected to rise to USD 1 trillion. With the rising demand for a healthy & nutritious diet, the market is expected to grow. Whereas the rising sports nutrition industry and growing R&D activities by market players create lucrative opportunities for the market. However, the threat of substitutes hampers the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Nutritional/Functional Bars Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the increasing

demand for nutrition bars, growing public awareness of nutritious and healthy diets, and increasing sports industry. Whereas North America is expected to grow with the highest CAGR during the forecast period, owing to factors such as increasing spending towards personal health care, and growing R&D activities by market players in the forecast period.

Major market players included in this report are:

Glanbia Plc.

Nutrition & Santitas SAS

Atlantic Grupa D.D.

B.V. Vurens Snack Industrie

Artenay Bars

Leader Foods OY

Prinsen Food Group B.V.

SternLife GmbH & Co. KG

anona GmbH

Halo Foods Ltd.

Recent Developments in the Market:

In June 2017, Prinsen Food Group B.V. has acquired Gustav Berning a German company that is the largest producer of high-quality protein food bars across Europe. With this acquisition, both companies will expand the range of active nutrition product range.

In January 2017 SternLife GmbH & Co. KG launched vegan organic bars. These bars are available in two flavors spicy lemon with chilli and ginger & cocoa with superfood hempseed. This new product launch majorly targets sports person and athletes.

Global Nutritional/Functional Bars Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Nature, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to

incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

Fiber bars,  
Protein Bars,  
Others

By Nature:

Gluten-Free,  
Non-GMO Free,  
Others

By Distribution Channel:

Hypermarket/Supermarket,  
Convenience Stores,  
Specialty Stores,  
Online sales Channel,  
Others

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

## Contents

### CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
  - 1.2.1. Nutritional/Functional Bars Market, by Region, 2019-2029 (USD Billion)
  - 1.2.2. Nutritional/Functional Bars Market, by Type, 2019-2029 (USD Billion)
  - 1.2.3. Nutritional/Functional Bars Market, by Nature, 2019-2029 (USD Billion)
  - 1.2.4. Nutritional/Functional Bars Market, by Distribution Channel, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### CHAPTER 2. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### CHAPTER 3. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET DYNAMICS

- 3.1. Nutritional/Functional Bars Market Impact Analysis (2019-2029)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Rising demand for healthy and nutrition-rich products
    - 3.1.1.2. Growing millennial population
  - 3.1.2. Market Challenges
    - 3.1.2.1. Threat of substitute
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Rising sports nutrition industry
    - 3.1.3.2. Growing R&D activities by market players

### CHAPTER 4. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
  - 4.3.1. Political
  - 4.3.2. Economical
  - 4.3.3. Social
  - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

## **CHAPTER 6. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET, BY TYPE**

- 6.1. Market Snapshot
- 6.2. Global Nutritional/Functional Bars Market by Type, Performance - Potential Analysis
- 6.3. Global Nutritional/Functional Bars Market Estimates & Forecasts by Type 2019-2029 (USD Billion)
- 6.4. Nutritional/Functional Bars Market, Sub Segment Analysis
  - 6.4.1. Fiber Bars
  - 6.4.2. Protein Bars
  - 6.4.3. Others

## **CHAPTER 7. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET, BY NATURE**

- 7.1. Market Snapshot
- 7.2. Global Nutritional/Functional Bars Market by Nature, Performance - Potential

## Analysis

### 7.3. Global Nutritional/Functional Bars Market Estimates & Forecasts by Nature 2019-2029 (USD Billion)

### 7.4. Nutritional/Functional Bars Market, Sub Segment Analysis

#### 7.4.1. Gluten Free

#### 7.4.2. Non-GMO Free

#### 7.4.3. Others

## **CHAPTER 8. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET, BY DISTRIBUTION CHANNEL**

### 8.1. Market Snapshot

### 8.2. Global Nutritional/Functional Bars Market by Distribution Channel Performance - Potential Analysis

### 8.3. Global Nutritional/Functional Bars Market Estimates & Forecasts by Distribution Channel 2019-2029 (USD Billion)

### 8.4. Nutritional/Functional Bars Market, Sub Segment Analysis

#### 8.4.1. Hypermarket/Supermarket

#### 8.4.2. Convenience Stores

#### 8.4.3. Speciality Stores

#### 8.4.4. Online Sales Channel

#### 8.4.5. Others

## **CHAPTER 9. GLOBAL NUTRITIONAL/FUNCTIONAL BARS MARKET, REGIONAL ANALYSIS**

### 9.1. Nutritional/Functional Bars Market, Regional Market Snapshot

### 9.2. North America Nutritional/Functional Bars Market

#### 9.2.1. U.S. Nutritional/Functional Bars Market

##### 9.2.1.1. Type breakdown estimates & forecasts, 2019-2029

##### 9.2.1.2. Nature breakdown estimates & forecasts, 2019-2029

##### 9.2.1.3. Distribution Channel breakdown estimates & forecasts, 2019-2029

#### 9.2.2. Canada Nutritional/Functional Bars Market

### 9.3. Europe Nutritional/Functional Bars Market Snapshot

#### 9.3.1. U.K. Nutritional/Functional Bars Market

#### 9.3.2. Germany Nutritional/Functional Bars Market

#### 9.3.3. France Nutritional/Functional Bars Market

#### 9.3.4. Spain Nutritional/Functional Bars Market

#### 9.3.5. Italy Nutritional/Functional Bars Market

- 9.3.6. Rest of Europe Nutritional/Functional Bars Market
- 9.4. Asia-Pacific Nutritional/Functional Bars Market Snapshot
  - 9.4.1. China Nutritional/Functional Bars Market
  - 9.4.2. India Nutritional/Functional Bars Market
  - 9.4.3. Japan Nutritional/Functional Bars Market
  - 9.4.4. Australia Nutritional/Functional Bars Market
  - 9.4.5. South Korea Nutritional/Functional Bars Market
  - 9.4.6. Rest of Asia Pacific Nutritional/Functional Bars Market
- 9.5. Latin America Nutritional/Functional Bars Market Snapshot
  - 9.5.1. Brazil Nutritional/Functional Bars Market
  - 9.5.2. Mexico Nutritional/Functional Bars Market
- 9.6. Rest of The World Nutritional/Functional Bars Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Top Market Strategies
- 10.2. Company Profiles
  - 10.2.1. Glanbia Plc.
    - 10.2.1.1. Key Information
    - 10.2.1.2. Overview
    - 10.2.1.3. Financial (Subject to Data Availability)
    - 10.2.1.4. Product Summary
    - 10.2.1.5. Recent Developments
  - 10.2.2. Nutrition & Sant? SAS
  - 10.2.3. Atlantic Grupa D.D.
  - 10.2.4. B.V. Vurense Snack Industrie
  - 10.2.5. Artenay Bars
  - 10.2.6. Leader Foods OY
  - 10.2.7. Prinsen Food Group B.V.
  - 10.2.8. SternLife GmbH & Co. KG
  - 10.2.9. anona GmbH
  - 10.2.10. Halo Foods Ltd.

## **CHAPTER 11. RESEARCH PROCESS**

- 11.1. Research Process
  - 11.1.1. Data Mining
  - 11.1.2. Analysis
  - 11.1.3. Market Estimation



11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

11.3. Research Assumption

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Nutritional/Functional Bars Market, report scope

TABLE 2. Global Nutritional/Functional Bars Market estimates & forecasts by Region  
2019-2029 (USD Billion)

TABLE 3. Global Nutritional/Functional Bars Market estimates & forecasts by Type  
2019-2029 (USD Billion)

TABLE 4. Global Nutritional/Functional Bars Market estimates & forecasts by  
Nature 2019-2029 (USD Billion)

TABLE 5. Global Nutritional/Functional Bars Market estimates & forecasts by  
Distribution Channel 2019-2029 (USD Billion)

TABLE 6. Global Nutritional/Functional Bars Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 7. Global Nutritional/Functional Bars Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 8. Global Nutritional/Functional Bars Market by segment, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 9. Global Nutritional/Functional Bars Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 10. Global Nutritional/Functional Bars Market by segment, estimates &  
forecasts, 2019-2029 (USD Billion)

TABLE 11. Global Nutritional/Functional Bars Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 12. Global Nutritional/Functional Bars Market by segment, estimates &  
forecasts, 2019-2029 (USD Billion)

TABLE 13. Global Nutritional/Functional Bars Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 14. Global Nutritional/Functional Bars Market by segment, estimates &  
forecasts, 2019-2029 (USD Billion)

TABLE 15. Global Nutritional/Functional Bars Market by region, estimates & forecasts,  
2019-2029 (USD Billion)

TABLE 16. U.S. Nutritional/Functional Bars Market estimates & forecasts, 2019-2029  
(USD Billion)

TABLE 17. U.S. Nutritional/Functional Bars Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 18. U.S. Nutritional/Functional Bars Market estimates & forecasts by segment  
2019-2029 (USD Billion)

TABLE 19. Canada Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 20. Canada Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 21. Canada Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 22. UK Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 23. UK Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 24. UK Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 25. Germany Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 26. Germany Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 27. Germany Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 28. France Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 29. France Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 30. France Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 31. Italy Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 32. Italy Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 33. Italy Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 34. Spain Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 35. Spain Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 36. Spain Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 37. RoE Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 38. RoE Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 39. RoE Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 40. China Nutritional/Functional Bars Market estimates & forecasts, 2019-2029

(USD Billion)

TABLE 41. China Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 42. China Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 43. India Nutritional/Functional Bars Market estimates & forecasts, 2019-2029

(USD Billion)

TABLE 44. India Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 45. India Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 46. Japan Nutritional/Functional Bars Market estimates & forecasts, 2019-2029

(USD Billion)

TABLE 47. Japan Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 48. Japan Nutritional/Functional Bars Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 49. South Korea Nutritional/Functional Bars Market estimates & forecasts,

2019-2029 (USD Billion)

TABLE 50. South Korea Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 51. South Korea Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 52. Australia Nutritional/Functional Bars Market estimates & forecasts,

2019-2029 (USD Billion)

TABLE 53. Australia Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 54. Australia Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 55. RoAPAC Nutritional/Functional Bars Market estimates & forecasts,

2019-2029 (USD Billion)

TABLE 56. RoAPAC Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 57. RoAPAC Nutritional/Functional Bars Market estimates & forecasts by

segment 2019-2029 (USD Billion)

TABLE 58. Brazil Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 59. Brazil Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 60. Brazil Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 61. Mexico Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 62. Mexico Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 63. Mexico Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 64. RoLA Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 65. RoLA Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 66. RoLA Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 67. Row Nutritional/Functional Bars Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 68. Row Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 69. Row Nutritional/Functional Bars Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 70. List of secondary sources, used in the study of global Nutritional/Functional Bars Market

TABLE 71. List of primary sources, used in the study of global Nutritional/Functional Bars Market

TABLE 72. Years considered for the study

TABLE 73. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Nutritional/Functional Bars Market, research methodology
  - FIG 2. Global Nutritional/Functional Bars Market, Market estimation techniques
  - FIG 3. Global Market size estimates & forecast methods
  - FIG 4. Global Nutritional/Functional Bars Market, key trends 2021
  - FIG 5. Global Nutritional/Functional Bars Market, growth prospects 2022-2029
  - FIG 6. Global Nutritional/Functional Bars Market, porters 5 force model
  - FIG 7. Global Nutritional/Functional Bars Market, pest analysis
  - FIG 8. Global Nutritional/Functional Bars Market, value chain analysis
  - FIG 9. Global Nutritional/Functional Bars Market by segment, 2019 & 2029 (USD Billion)
  - FIG 10. Global Nutritional/Functional Bars Market by segment, 2019 & 2029 (USD Billion)
  - FIG 11. Global Nutritional/Functional Bars Market by segment, 2019 & 2029 (USD Billion)
  - FIG 12. Global Nutritional/Functional Bars Market by segment, 2019 & 2029 (USD Billion)
  - FIG 13. Global Nutritional/Functional Bars Market by segment, 2019 & 2029 (USD Billion)
  - FIG 14. Global Nutritional/Functional Bars Market, regional snapshot 2019 & 2029
  - FIG 15. North America Nutritional/Functional Bars Market 2019 & 2029 (USD Billion)
  - FIG 16. Europe Nutritional/Functional Bars Market 2019 & 2029 (USD Billion)
  - FIG 17. Asia pacific Nutritional/Functional Bars Market 2019 & 2029 (USD Billion)
  - FIG 18. Latin America Nutritional/Functional Bars Market 2019 & 2029 (USD Billion)
  - FIG 19. Global Nutritional/Functional Bars Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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