

A New View on the Market for Protein Bars

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Abstracts

In 2019, the energy bars and sports protein bars categories were merged to create a new protein/energy bars category. This reflects consumer trends that have driven major shifts in the market. Eating habits are becoming more fluid, creating strong demand for the portability, convenience and satiety offered by protein bars. At the same time, a growing base of “weekend warriors” are using protein for more than building muscle. These trends have driven growth and blurred traditional lines in bars.

Euromonitor International’s A New View on the Market for Protein Bars global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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