

Snack Bars in the US

<https://marketpublishers.com/r/SF134B09BDBEN.html>

Date: November 2014

Pages: 71

Price: US\$ 990.00 (Single User License)

ID: SF134B09BDBEN

Abstracts

Many producers of snack bars continued to push the health aspects of their products to attract consumers in 2014. Many snack bars started to highlight their use of all natural, organic, and non-GMO ingredients. Many consumers are concerned about the adverse health effects that may stem from preservatives and GMOs (genetically modified organisms), and believe that eliminating these can help them live a healthier lifestyle. Manufacturers of snack bars are also highlighting the fibre and protein...

Euromonitor International's Snack Bars in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Breakfast Bars, Energy and Nutrition Bars, Fruit Bars, Granola/Muesli Bars, Other Snack Bars.

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

Why buy this report?

Get a detailed picture of the Snack Bars market;

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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