

# **Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Granola Bars Market 2018, Forecast to 2023**

<https://marketpublishers.com/r/GBADCF420A5EN.html>

Date: December 2018

Pages: 134

Price: US\$ 4,880.00 (Single User License)

ID: GBADCF420A5EN

## **Abstracts**

Maintaining a healthy lifestyle and a healthy diet is a top priority among consumers today. However, besides health benefits, consumers also look for good taste when purchasing food products. Thus, granola bars fit the requirements of consumers. The portability and filling capacity of these bars are the other reasons behind their growing popularity.

### **Scope of the Report:**

This report focuses on the Granola Bars in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. One driver in market is multiple health benefits of granola. Over the past two decades, urbanization and consumerism have led to considerable changes in the lifestyles and dietary habits of people across the world. There has been a substantial increase in the consumption of artificial and synthetic food products, increasing the incidence of lifestyle diseases such as drug abuse, alcohol, and smoking. However, consumers are becoming more concerned and conscious about their health and fitness and paying more attention to the nutritional content of the food they eat. Thus, ingredients such as granola that have multiple health benefits are becoming popular among consumers. One trend in market is burgeoning marketing initiatives. Granola bar vendors are following integrated marketing communication, using newspapers, magazines, and social media such as YouTube and Facebook to sell their products. These communication channels are playing a key role in generating product awareness and focusing on the benefits of granola bars. Players are also launching innovative advertisement campaigns displaying the various new flavors of granola bars and the

important ingredients used in these bars to create a positive impact on consumers.

North America held the most dominant market share in the granola bars market in 2016 and is expected to hold its dominance throughout the forecast period. This is attributed to the high awareness among consumers about the benefits of granola.

The worldwide market for Granola Bars is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

General Mills

Kellogg

Quaker

KIND Snacks

Clif Bar

Sunbelt Bakery

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Organic

Non-Organic

Market Segment by Applications, can be divided into

Supermarkets and Hypermarkets

Convenience Stores

Vending Machines

There are 15 Chapters to deeply display The global Granola Bars market.

Chapter 1, to describe Granola Bars Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Granola Bars, with sales, revenue, and price of Granola Bars, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show The global market by regions, with sales, revenue and market share of Granola Bars, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Granola Bars market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Granola Bars sales channel, distributors, traders,

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dealers, Research Findings and Conclusion, appendix and data source

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