

Global Plant Protein Bars Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Plant Protein Bars market size was valued at US\$ 2161 million in 2025 and is forecast to a readjusted size of US\$ 4030 million by 2032 with a CAGR of 9.3% during review period.

Plant Protein Bars are ready-to-eat solid or semi-soft bar products formulated with plant-derived protein as the main protein-enrichment ingredient, typically combined with grains, nuts, seeds, dietary fiber, cocoa ingredients, vegetable oils, sugar alcohols, dried fruits, and natural flavors. Common protein sources include pea protein, soy protein, brown rice protein, almond protein, peanut protein, pumpkin seed protein, and blended plant-protein systems. These products are generally sold in individually wrapped 30?80 g formats, with protein content usually accounting for 20%?40% of product weight. They are mainly used in sports nutrition, weight management, meal supplementation, healthy snacking, vegan diets, and daily protein intake for consumers avoiding dairy or animal-derived protein. Major production and consumption markets include the United States, Canada, the United Kingdom, Germany, France, China, Japan, and Australia. North America and Europe have more mature brand, retail, and sports nutrition ecosystems, while Asia-Pacific is growing rapidly due to rising fitness participation, premiumization of convenient healthy snacks, and increasing adoption of plant-based diets.

In 2025, global Plant Protein Bars production reached approximately 115,000?150,000 tons. Based on factory-gate and contract manufacturing delivery prices, the global FOB price range was approximately USD 13,500?18,500 per ton, equivalent to about USD 0.68?1.02 per 50?55 g bar.

From a global market perspective, Plant Protein Bars are shifting from a niche vegan-oriented product to a mainstream functional snack format. Historically, the category was led by fitness consumers, sports nutrition buyers, and strict vegan users, but demand has now broadened into weight management, low-sugar diets, workday meal replacement, clean-label snacking, and sustainability-oriented consumption. Pea protein, soy protein, and brown rice protein remain the main protein bases, while brands are improving repeat purchase rates through nut, cocoa, sea salt caramel, berry, oat, and low-sugar formulations. North America remains the largest market, Europe shows strong momentum in vegan, dairy-free, gluten-free, and low-sugar claims, and Asia-Pacific is becoming a faster-growing region, supported by China, Japan, South Korea, Australia, and emerging Southeast Asian health-snack channels. The opportunity for Plant Protein Bars does not come only from the plant-based label itself, but from the convergence of protein supplementation, portable consumption, sugar reduction, and functional snacking. As a result, the category is expanding from sports nutrition shelves into convenience stores, club stores, pharmacy and drugstore channels, office snacks, coffee chains, and online subscription models.

The key market challenge lies in balancing taste, texture, cost, and label credibility. Plant proteins can create powdery mouthfeel, beany notes, dry texture, or bitter aftertaste, while achieving high-protein, low-sugar, high-fiber, and clean-label positioning at the same time raises both formulation complexity and raw material cost. Consumers are also becoming more critical of highly processed plant-based foods, which requires brands to avoid excessive reliance on sugar alcohols, gums, artificial flavors, or overly complex ingredient lists. Downstream demand is expected to become more segmented: sports nutrition channels will favor high-protein, low-sugar, high-satiety formulas; mass retail will favor healthier snacks with taste profiles closer to confectionery or bakery products; meal replacement and weight-management channels will focus on protein, fiber, calorie control, and micronutrient fortification; and children, women, and older consumers will support growth in smaller-size, low-sugar, easy-to-chew, and nutritionally balanced products. Overall, the Plant Protein Bars market remains in a phase of rapid product iteration, rising brand concentration, and continued channel expansion, with future competition shifting from a single plant-based claim toward protein quality, taste experience, formulation transparency, price efficiency, and stable supply capability.

This report is a detailed and comprehensive analysis for global Plant Protein Bars market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that

contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Plant Protein Bars market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Plant Protein Bars market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Plant Protein Bars market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Plant Protein Bars market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Plant Protein Bars

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Plant Protein Bars market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Mars, Incorporated, Mondelez International, Inc., ALOHA, No Cow, LLC, Wellness Natural Inc., Danone S.A., THG PLC, Misfits Health Ltd, Natural Balance Foods Ltd, Pulsin Ltd, etc.

This report also provides key insights about market drivers, restraints, opportunities,

new product launches or approvals.

Market Segmentation

Plant Protein Bars market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

High Protein Bar (?20g Per Bar)

Medium Protein Bar (10g - 19g Per Bar)

Others

Market segment by Protein Source

Pea Protein

Soy Protein

Rice and Seed Protein

Others

Market segment by Production Technology

Cold Press / No Bake

Low Temperature Extrusion

Others

Market segment by Sugar Level

Low Sugar

No Added Sugar

Regular Sugar

Market segment by Application

Supermarkets

Online Retail

Others

Major players covered

Mars, Incorporated

Mondel?z International, Inc.

ALOHA

No Cow, LLC

Wellness Natural Inc.

Danone S.A.

THG PLC

Misfits Health Ltd

Natural Balance Foods Ltd

Pulsin Ltd

Vitamin Well Group

Otsuka Pharmaceutical Co., Ltd.

Asahi Group Foods, Ltd.

Morinaga & Co., Ltd.

Beijing Xingfu Energy Health Technology Co., Ltd.

Keep Inc.

Shanghai Boohee Health Technology Co., Ltd.

Shenzhen Precision Health Food Technology Co., Ltd.

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Plant Protein Bars product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Plant Protein Bars, with price, sales quantity, revenue, and global market share of Plant Protein Bars from 2021 to 2026.

Chapter 3, the Plant Protein Bars competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Plant Protein Bars breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Plant Protein Bars market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Plant Protein Bars.

Chapter 14 and 15, to describe Plant Protein Bars sales channel, distributors, customers, research findings and conclusion.

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