

Global Plant Protein Bars Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Plant Protein Bars market size is expected to reach \$ 4030 million by 2032, rising at a market growth of 9.3% CAGR during the forecast period (2026-2032).

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 studies the global Plant Protein Bars production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Plant Protein Bars and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Plant Protein Bars that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Plant Protein Bars total production and demand, 2021-2032, (Tons)

Global Plant Protein Bars total production value, 2021-2032, (USD Million)

Global Plant Protein Bars production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Plant Protein Bars consumption by region & country, CAGR, 2021-2032 & (Tons)

U.S. VS China: Plant Protein Bars domestic production, consumption, key domestic manufacturers and share

Global Plant Protein Bars production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Plant Protein Bars production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Plant Protein Bars production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Plant Protein Bars market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Plant Protein Bars market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Plant Protein Bars Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Plant Protein Bars Market, Segmentation by Type:

High Protein Bar (?20g Per Bar)

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

Others

Global Plant Protein Bars Market, Segmentation by Protein Source:

Pea Protein

Soy Protein

Rice and Seed Protein

Others

Global Plant Protein Bars Market, Segmentation by Production Technology:

Cold Press / No Bake

Low Temperature Extrusion

Others

Global Plant Protein Bars Market, Segmentation by Sugar Level:

Low Sugar

No Added Sugar

Regular Sugar

Global Plant Protein Bars Market, Segmentation by Application:

Supermarkets

Online Retail

Others

Companies Profiled:

Mars, Incorporated

Mondelēz 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.

Key Questions Answered:

1. How big is the global Plant Protein Bars market?
2. What is the demand of the global Plant Protein Bars market?
3. What is the year over year growth of the global Plant Protein Bars market?
4. What is the production and production value of the global Plant Protein Bars market?
5. Who are the key producers in the global Plant Protein Bars market?
6. What are the growth factors driving the market demand?

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