

# **Snack Bars Market Size, Share & Trends Analysis Report By Product (Breakfast Bars, Granola/Muesli Bars, Fruit Bars, Energy & Nutrition Bars), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/S8ACE036B5EBEN.html>

Date: December 2024

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: S8ACE036B5EBEN

## **Abstracts**

**This report can be delivered to the clients within 3 Business Days**

### **Snack Bars Market Growth & Trends**

The global snack bars market size is expected to reach USD 44.25 billion by 2030, registering a CAGR of 7.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. Changing consumer lifestyles and food patterns are expected to drive the demand for convenient food products, such as snack bars. The richness of fiber and iron in granola/muesli bars has made it the dominant product segment of the global market. Whereas, increasing awareness about the health benefits offered by energy and nutrition bars lists it as the fastest-growing product segment.

Supermarkets/hypermarkets hold the dominant market share as these stores have a variety of products at discounted prices. However, the online distribution channel is projected to emerge as the fastest-growing segment over the forecast period. Developed countries, such as U.S, Japan, and China, have well-established markets for healthy bars. On the other hand, emerging countries like India can offer new growth opportunities for the global market. Increasing population and awareness regarding health and fitness programs is also likely to boost the market.

Business expansions and product launches are the major strategies adopted by key companies in this market. For instance, a Russian company called BiFood Lab will

expand its business in emerging countries of APAC. Kellogg's launched special K-bars. Availability of substitutes of these nutritious foods in the market may have a negative impact on the market growth. North America is the dominant regional market followed by Europe.

Asia Pacific is said to be the fastest-growing region due to rising popularity of sports as a career option and increasing disposable income and number of nuclear families in the region. Companies such as Quaker Oats, Kellogg's, Nature Valley have a prominent share in the market. Manufacturers are focusing upon improving a variety of snack bars. The merger of KIND Bars with Mars; a prominent player in the market, has increased its presence of these products to drive the product variety in the market.

### Snack Bars Market Report Highlights

The granola/muesli bars segment accounted for the largest revenue share of 28.0% in the global snack bars industry in 2024, owing to increasing sales due to widespread awareness regarding their nutritional benefits.

The specialty stores segment accounted for the largest revenue share in the global snack bars industry in 2024. Specialty stores, including health food shops, upscale grocery outlets, and natural product retailers, serve a distinct customer base that is often willing to pay a premium price for high-quality or niche snack products.

North America snack bars market accounted for the largest revenue share of 42.3% in 2024. The consistently growing health-conscious population in the region and preference for snacking products that can provide nutritional value has helped drive regional market growth.

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