

# The 2025-2030 World Outlook for Snack Bars

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## Abstracts

This study covers the world outlook for snack bars across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of snack bars as including all commonly understood products falling within this broad category, such as protein nutrition bars which may contain carob, chocolate, added vitamins, or other flavorings or additives; bars made primarily from granola, oats, and other whole grains, which may also include fruit, nuts, sweeteners, and other ingredients; strawberry, mixed berry, blueberry, apple, grape, and all other flavors of fruit leathers and snack bars which are made from processed fruit juice or dried fruit; and grain-based, plain, organic, and vitamin-enriched snack bars containing cereal with or without fruit filling, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbott, Alpen and Jordan, Associated British Foods, Atkins Nutritionals, BOBO'S, Chicago Bar Company LLC. dba RXBAR, Clif Bar, Concord Foods, Earnest Eats, EAT Anytime, Frank Food Product, Fruit Roll-Ups, General Mills, GlaxoSmithKline, Hain Celestial, Health Valley, Hero Group, Kellogg Company, Kind, Kudos, Mars, Met-Rx, Natural Balance Foods, Nature Valley, Nestle, Nestl?, Nutri-Grain, Ocado Retail, Ltd., Oriole Healthy Foods, PepsiCo, Perfect Bar, Post Holdings, Quaker, The Kellogg Company, ToYou, UNIBIC Foods India Pvt, Ltd., Weetabix, Y?Id?z Holding, and Yoga Bar. In

addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2024).

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