

The 2023 Report on Snack Bars: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

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 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 2022).

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