

Cereal Bars Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global cereal bars market size reached US\$ 14.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 23.2 Billion by 2028, exhibiting a growth rate (CAGR) of 7.7% during 2023-2028.

Cereal bars are formulated using corn starch, biscuits, oats, rice, milk and edible adhesives and are fortified with vitamins, minerals and other essential nutrients. These bars are rich in iron, starch, fiber, proteins, antioxidants, phosphorus and potassium. They assist in increasing energy, managing weight, improving muscle mass, enhancing digestive health and strengthening bones. Moreover, they can help in managing diabetes, lowering blood sugar and improving blood pressure (BP), as well as curbing the appetite and providing additional energy during endurance activities.

Due to hectic lifestyles and changing dietary patterns, there is a rise in the demand for healthy and ready-to-eat (RTE) food products, such as cereal bars, that assist in maintaining a balanced diet. Moreover, the growing participation of individuals in physical activities is contributing to the market growth. Furthermore, the rising health consciousness is escalating the demand for variants that are made using natural ingredients, such as coconuts, peas, almonds and creamy cocoa butter, and sunflower and chia seeds. The key players are also offering gluten and sugar-free, and non-genetically modified (non-GMO) variants with no additives and preservatives. Besides this, the coronavirus disease (COVID-19) outbreak has increased the consumption of nutritious food products among individuals, such as cereal bars. However, the market players are unable to meet the escalating demand on account of lockdowns imposed by governments of several countries and disrupted supply chains. The market is

anticipated to revive once lockdown restrictions are relaxed.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global cereal bars market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product, flavor and distribution channel.

Breakup by Product:

Snacks Bar

Energy and Nutrition Bar

Others

Breakup by Flavor:

Caramel

Banana

Chocolate

Honey

Strawberry

Peanut Butter

Others

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Food Specialty Stores

Convenience Stores

Online Stores

Others

Breakup by Region:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Atkins Nutritionals Inc. (Simply Good Foods Co.), Clif Bar & Company, Eat Natural, General Mills Inc., Kellogg Company, Kind LLC, McKee Foods Corporation, Nestlé S.A, Otsuka Pharmaceutical and Quaker Oats Co. (PepsiCo).

Key Questions Answered in This Report

1. What was the size of the global cereal bars market in 2022?
2. What is the expected growth rate of the global cereal bars market during 2023-2028?
3. What has been the impact of COVID-19 on the global cereal bars market?
4. What are the key factors driving the global cereal bars market?
5. What is the breakup of the global cereal bars market based on the product?
6. What is the breakup of the global cereal bars market based on the distribution channel?

7. What are the key regions in the global cereal bars market?

8. Who are the key players/companies in the global cereal bars market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL CEREAL BARS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT

- 6.1 Snacks Bar
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Energy and Nutrition Bar
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Others

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY FLAVOR

7.1 Caramel

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Banana

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Chocolate

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Honey

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Strawberry

7.5.1 Market Trends

7.5.2 Market Forecast

7.6 Peanut Butter

7.6.1 Market Trends

7.6.2 Market Forecast

7.7 Others

7.7.1 Market Trends

7.7.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Food Specialty Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Convenience Stores

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Online Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

- 9.3.1.1 Market Trends
- 9.3.1.2 Market Forecast
- 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
- 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
- 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
- 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Atkins Nutritionals Inc (Simply Good Foods Co.)

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Clif Bar & Company

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Eat Natural

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.3.3 Financials

14.3.4 General Mills Inc.

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.4.3 Financials

14.3.4.4 SWOT Analysis

14.3.5 Kellogg Company

14.3.5.1 Company Overview

- 14.3.5.2 Product Portfolio
- 14.3.5.3 Financials
- 14.3.5.4 SWOT Analysis
- 14.3.6 Kind LLC
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
- 14.3.7 McKee Foods Corporation
 - 14.3.7.1 Company Overview
 - 14.3.7.2 Product Portfolio
- 14.3.8 Nestl? S.A
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Otsuka Pharmaceutical
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 Financials
 - 14.3.9.4 SWOT Analysis
- 14.3.10 Quaker Oats Co. (PepsiCo).
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Cereal Bars Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Cereal Bars Market Forecast: Breakup by Product (in Million US\$), 2023-2028

Table 3: Global: Cereal Bars Market Forecast: Breakup by Flavor (in Million US\$), 2023-2028

Table 4: Global: Cereal Bars Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Cereal Bars Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Cereal Bars Market: Competitive Structure

Table 7: Global: Cereal Bars Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Cereal Bars Market: Major Drivers and Challenges

Figure 2: Global: Cereal Bars Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Cereal Bars Market: Breakup by Product (in %), 2022

Figure 4: Global: Cereal Bars Market: Breakup by Flavor (in %), 2022

Figure 5: Global: Cereal Bars Market: Breakup by Distribution Channel (in %), 2022

Figure 6: Global: Cereal Bars Market: Breakup by Region (in %), 2022

Figure 7: Global: Cereal Bars Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 8: Global: Cereal Bars (Snacks Bar) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Cereal Bars (Snacks Bar) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Cereal Bars (Energy and Nutrition Bar) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Cereal Bars (Energy and Nutrition Bar) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Cereal Bars (Other Products) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Cereal Bars (Other Products) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Cereal Bars (Caramel) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Cereal Bars (Caramel) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Cereal Bars (Banana) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Cereal Bars (Banana) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Cereal Bars (Chocolate) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Cereal Bars (Chocolate) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Cereal Bars (Honey) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Cereal Bars (Honey) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Cereal Bars (Strawberry) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Cereal Bars (Strawberry) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Cereal Bars (Peanut Butter) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Cereal Bars (Peanut Butter) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Cereal Bars (Other Flavors) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Cereal Bars (Other Flavors) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Cereal Bars (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Cereal Bars (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Cereal Bars (Food Specialty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Cereal Bars (Food Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Cereal Bars (Convenience Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Cereal Bars (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Cereal Bars (Online Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Cereal Bars (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Global: Cereal Bars (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Cereal Bars (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: North America: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: North America: Cereal Bars Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: United States: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: United States: Cereal Bars Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 42: Canada: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Canada: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 44: Asia Pacific: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Asia Pacific: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 46: China: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: China: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 48: Japan: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Japan: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 50: India: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: India: Cereal Bars Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: South Korea: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: South Korea: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 54: Australia: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Australia: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 56: Indonesia: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Indonesia: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 58: Others: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 60: Europe: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Europe: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 62: Germany: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Germany: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 64: France: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: France: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 66: United Kingdom: Cereal Bars Market: Sales Value (in Million US\$), 2017 &
2022

Figure 67: United Kingdom: Cereal Bars Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 68: Italy: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Italy: Cereal Bars Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Spain: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Spain: Cereal Bars Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Russia: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Russia: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 74: Others: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Others: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 76: Latin America: Cereal Bars Market: Sales Value (in Million US\$), 2017 &
2022

Figure 77: Latin America: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 78: Brazil: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Brazil: Cereal Bars Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Mexico: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Mexico: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 82: Others: Cereal Bars Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Others: Cereal Bars Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 84: Middle East and Africa: Cereal Bars Market: Sales Value (in Million US\$),
2017 & 2022

Figure 85: Middle East and Africa: Cereal Bars Market Forecast: Sales Value (in Million
US\$), 2023-2028

Figure 86: Global: Cereal Bars Industry: SWOT Analysis

Figure 87: Global: Cereal Bars Industry: Value Chain Analysis

Figure 88: Global: Cereal Bars Industry: Porter's Five Forces Analysis

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