

Cereal Bars Market Report by Product (Snacks Bar, Energy and Nutrition Bar, and Others), Flavor (Caramel, Banana, Chocolate, Honey, Strawberry, Peanut Butter, and Others), Distribution Channel (Supermarkets and Hypermarkets, Food Specialty Stores, Convenience Stores, Online Stores, and Others), and Region 2024-2032

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Abstracts

The global cereal bars market size reached US\$ 16.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 29.1 Billion by 2032, exhibiting a growth rate (CAGR) of 6.6% during 2024-2032.

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 2024-2032. 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, Nestl? 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 2023?
2. What is the expected growth rate of the global cereal bars market during 2024-2032?
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?

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