

Energy Bar Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global energy bar market size reached US\$ 3.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 5.2 Billion by 2028, exhibiting a growth rate (CAGR) of 6.9% during 2023-2028.

An energy bar is a supplemental food bar made from whole grain cereals, oats, granola, quinoa, seeds, and dried fruits. It is fortified with vitamins, minerals, protein, fiber, saturated fat, and carbohydrates, which help fill nutritional gaps. It provides instant energy and prevents fatigue by delivering essential nutrients to the body. It also aids in weight loss by curbing appetite and reducing the daily calorie intake. Besides this, its regular and moderate consumption offers numerous health benefits, such as strengthening bones and muscles, maintaining glycemic levels, improving mental clarity, and boosting the immune system. At present, they are available in white and dark chocolate, honey, rolled oats, peanuts, cashew nuts, and almonds flavors.

Energy Bar Market Trends:

The increasing participation of individuals in sports, physical fitness, and recreational activities represent one of the key factors catalyzing the demand for energy bars as they provide post-workout nutrition to repair minor muscle tears and build new muscle tissue. In addition, the rising health consciousness among individuals and their shifting preferences toward healthy and nutritious snacking options like energy bars is impelling the market growth. The expansion of gyms, aerobic classes, and fitness centers is also strengthening the market growth. In addition, rapid urbanization, increasing global working population, and the fast-paced lifestyle of individuals are driving the demand for convenient snacking options. Furthermore, leading product manufacturers are introducing gluten-free, low-fat, low-calorie, and organic product variants to expand their product portfolio and increase profitability. They are also focusing on marketing

strategies and promotional activities through social media platforms and attractive packaging. Apart from this, the expansion of offline and online distribution channels, such as supermarkets, hypermarkets, convenience stores, grocery stores, and e-commerce platforms, is offering lucrative growth opportunities to key players operating in the industry.

Key Market Segmentation:

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

Breakup by Type:

- Protein Bar
- Nutrition Bar
- Cereal Bar
- Fiber Bar

Breakup by Nature:

- Organic
- Conventional

Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Retail 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 competitive landscape of the industry has also been examined along with the profiles of the key players being Clif Bar & Company, EAT Anytime, Fullwell Mill Limited, General Mills Inc., Kellogg Company, Kind LLC (Mars Incorporated), NuGo Nutrition, OTE Sports Ltd, PowerBar, Probar LLC, Quest Nutrition (The Simply Good Foods Company) and Your Bar Factory.

Key Questions Answered in This Report

1. What was the size of the global energy bar market in 2022?
2. What is the expected growth rate of the global energy bar market during 2023-2028?
3. What are the key factors driving the global energy bar market?
4. What has been the impact of COVID-19 on the global energy bar market?
5. What is the breakup of the global energy bar market based on the nature?
6. What is the breakup of the global energy bar market based on the distribution channel?
7. What are the key regions in the global energy bar market?
8. Who are the key players/companies in the global energy bar market?

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