

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

<https://marketpublishers.com/r/N5C83D21BFBCEN.html>

Date: October 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: N5C83D21BFBCEN

## Abstracts

Market Overview 2023-2028:

The global nutritional bar market size reached US\$ 1.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.3% during 2023-2028.

A nutritional bar contains a wide variety of carbohydrates, proteins, vitamins, and minerals, offering a healthy and convenient meal replacement. It is mostly available in the form of a protein bar, energy bar, snack bar, etc. and can be consumed as a regular dietary supplement. Nutritional bars are highly effective after intensive workouts as they help in muscle repair, improve body performance, enhance metabolism, and reduce saturated fat and glucose levels in the body. Owing to this, nutritional bars are widely consumed by athletes or people targeting weight control for curbing their appetite and replacing whole foods.

Protein Bars

Snack Bars

Energy Bars

Meal Replacement Bars

Others

Breakup by Category:

Animal Derived

Plant-Based

Breakup by End-User:

Adults

Children

Breakup by Flavour:

Chocolate

Fruit and Nut

Caramel

Peanut Butter

Vanilla

Coconut

Cookies and Cream

Others

Breakup by Distribution Channel:

Hypermarkets and Supermarkets

Convenience Stores

Specialty Stores

Pharmacies and Drug Stores

Online

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

Argentina

Colombia

Chile

Peru

Others

Middle East and Africa

Turkey

Saudi Arabia

Iran

United Arab Emirates

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Abbott, Clif Bar & Company, General Mills Inc., Halo Foods, Kellogg Co., Mars Incorporated, Natural Balance Foods, Quaker Oats Company, The Simply Good Foods Company, The Nature's Bounty Co., The WhiteWave Foods Company, etc.

## Key Questions Answered in This Report

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

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