

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

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# **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.

Snack Bars

Energy Bars

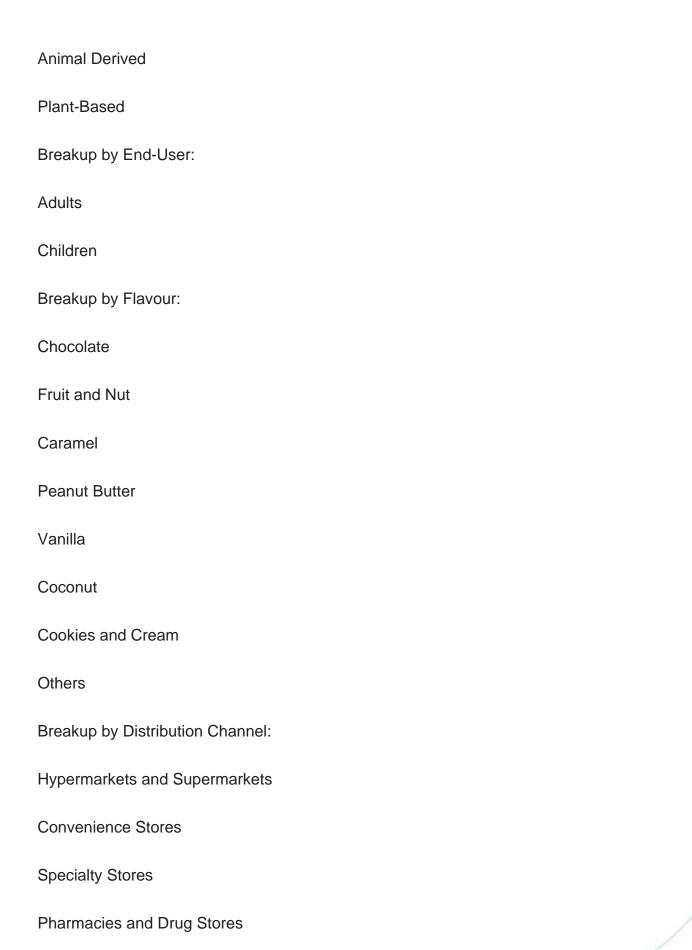
Meal Replacement Bars

Others

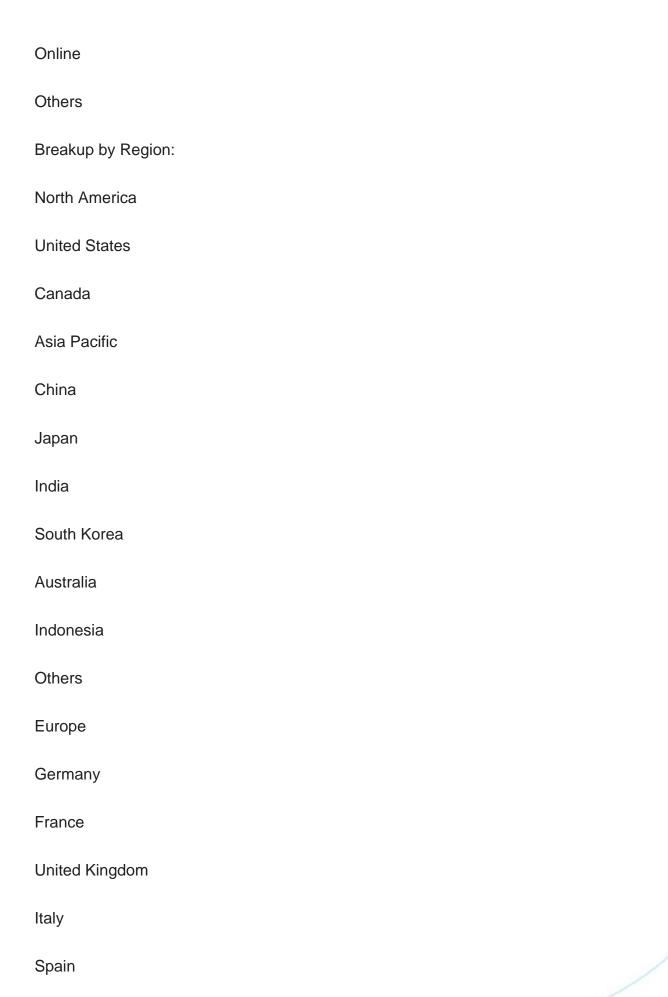
Breakup by Category:

**Protein Bars** 











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

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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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