

# **Protein Bar Market Report by Source (Plant-Based, Animal-Based), Type (Sports Nutrition Bar, Meal Replacement Bar, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others), and Region 2024-2032**

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## **Abstracts**

The global protein bar market size reached US\$ 3.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.6 Billion by 2032, exhibiting a growth rate (CAGR) of 5% during 2024-2032.

A protein bar is a nutrition bar made from dates, dried fruit, nuts, seeds, and whole grains like oats and quinoa. It is rich in carbohydrates, fats, minerals, vitamins, protein, and other essential nutrients. Its regular consumption offers several health benefits, such as boosting energy, strengthening bones and muscles, promoting weight management, and minimizing sugar levels. It is commonly available in various flavors, including chocolate, caramel, honey, coconut, and orange. Nowadays, due to the rising participation of individuals in recreational sports and fitness and athletic activities and the need for meeting the nutritional requirements of the body, protein bar is gaining popularity across the globe.

### **Protein Bar Market Trends:**

At present, due to the increasing health consciousness among individuals, there is a shift in consumer preference toward healthy and convenient snacking options like protein bars. This represents one of the major factors strengthening the market growth around the world. Moreover, the growing awareness among the masses about the benefits of consuming protein bars is driving overall sales. In addition, the rising working

population, rapid urbanization and inflating income levels are contributing to the market growth. Apart from this, product manufacturers are introducing gluten-free, plant-based, and organic product variants to expand their product portfolio and increase existing sales. They are also focusing on innovative wrappers and labels on account of the emerging trend of gifting unique premium items, which is creating a positive outlook for the market. Furthermore, the increasing number of hypermarkets, supermarkets, convenience stores, and e-commerce platforms that provide easy availability, doorstep delivery, and numerous payment methods is offering lucrative growth opportunities to key players operating in the industry. Besides this, the emerging trend of gymming and consequently rising adoption of protein-based diets are anticipated to impel the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global protein bar market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on source, type and distribution channel.

#### Breakup by Source:

- Plant-Based
- Animal-Based

#### Breakup by Type:

- Sports Nutrition Bar
- Meal Replacement Bar
- Others

#### Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty 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 competitive landscape of the industry has also been examined along with the profiles of the key players being Amway Corp., Caveman Foods LLC, Clif Bar & Company (Mondelez International Inc.), General Mills Inc., Hormel Foods Corporation, Kellogg Company, Mars Incorporated, Nestlé S.A., NuGo Nutrition, Orgain Inc., Premier Nutrition Company LLC (BellRing Brands Inc.) and The Simply Good Foods Company.

#### Key Questions Answered in This Report

1. What was the size of the global protein bar market in 2023?
2. What is the expected growth rate of the global protein bar market during 2024-2032?
3. What has been the impact of COVID-19 on the global protein bar market?
4. What are the key factors driving the global protein bar market?
5. What is the breakup of the global protein bar market based on the source?

6. What is the breakup of the global protein bar market based on the type?
7. What are the key regions in the global protein bar market?
8. Who are the key players/companies in the global protein bar 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 PROTEIN BAR MARKET**

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

### **6 MARKET BREAKUP BY SOURCE**

- 6.1 Plant-Based
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Animal-Based
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY TYPE**

- 7.1 Sports Nutrition Bar
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Meal Replacement Bar
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Others
  - 7.3.1 Market Trends
  - 7.3.2 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 Convenience Stores
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Specialty 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 Amway Corp.

##### 14.3.1.1 Company Overview

##### 14.3.1.2 Product Portfolio

##### 14.3.1.3 SWOT Analysis

#### 14.3.2 Caveman Foods LLC

##### 14.3.2.1 Company Overview

##### 14.3.2.2 Product Portfolio

#### 14.3.3 Clif Bar & Company (Mondelez International Inc.)

##### 14.3.3.1 Company Overview

##### 14.3.3.2 Product Portfolio

#### 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 Hormel Foods Corporation

##### 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 Kellogg Company

##### 14.3.6.1 Company Overview

##### 14.3.6.2 Product Portfolio

##### 14.3.6.3 Financials

##### 14.3.6.4 SWOT Analysis

#### 14.3.7 Mars Incorporated

##### 14.3.7.1 Company Overview

##### 14.3.7.2 Product Portfolio

##### 14.3.7.3 SWOT Analysis

#### 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 NuGo Nutrition
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Orgain Inc.
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
- 14.3.11 Premier Nutrition Company LLC (BellRing Brands Inc.)
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
- 14.3.12 The Simply Good Foods Company
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials

## List Of Tables

### LIST OF TABLES

Table 1: Global: Protein Bar Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Protein Bar Market Forecast: Breakup by Source (in Million US\$), 2024-2032

Table 3: Global: Protein Bar Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 4: Global: Protein Bar Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 5: Global: Protein Bar Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 6: Global: Protein Bar Market: Competitive Structure

Table 7: Global: Protein Bar Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Protein Bar Market: Major Drivers and Challenges

Figure 2: Global: Protein Bar Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Protein Bar Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Protein Bar Market: Breakup by Source (in %), 2023

Figure 5: Global: Protein Bar Market: Breakup by Type (in %), 2023

Figure 6: Global: Protein Bar Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Protein Bar Market: Breakup by Region (in %), 2023

Figure 8: Global: Protein Bar (Plant-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 9: Global: Protein Bar (Plant-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 10: Global: Protein Bar (Animal-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 11: Global: Protein Bar (Animal-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 12: Global: Protein Bar (Sports Nutrition Bar) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 13: Global: Protein Bar (Sports Nutrition Bar) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 14: Global: Protein Bar (Meal Replacement Bar) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 15: Global: Protein Bar (Meal Replacement Bar) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 16: Global: Protein Bar (Other Types) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 17: Global: Protein Bar (Other Types) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 18: Global: Protein Bar (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 19: Global: Protein Bar (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 20: Global: Protein Bar (Convenience Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 21: Global: Protein Bar (Convenience Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 22: Global: Protein Bar (Specialty Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 23: Global: Protein Bar (Specialty Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 24: Global: Protein Bar (Online Stores) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 25: Global: Protein Bar (Online Stores) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 26: Global: Protein Bar (Other Distribution Channels) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 27: Global: Protein Bar (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 28: North America: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 29: North America: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 30: United States: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 31: United States: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 32: Canada: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 33: Canada: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 34: Asia-Pacific: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 35: Asia-Pacific: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 36: China: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 37: China: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 38: Japan: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 39: Japan: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 40: India: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 41: India: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 42: South Korea: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 43: South Korea: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 44: Australia: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 45: Australia: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 46: Indonesia: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 47: Indonesia: Protein Bar Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 48: Others: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 49: Others: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 50: Europe: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 51: Europe: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 52: Germany: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 53: Germany: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 54: France: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 55: France: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 56: United Kingdom: Protein Bar Market: Sales Value (in Million US\$), 2018 &  
2023

Figure 57: United Kingdom: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 58: Italy: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 59: Italy: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 60: Spain: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 61: Spain: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 62: Russia: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 63: Russia: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 64: Others: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 65: Others: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 66: Latin America: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 67: Latin America: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 68: Brazil: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 69: Brazil: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 70: Mexico: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 71: Mexico: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 72: Others: Protein Bar Market: Sales Value (in Million US\$), 2018 & 2023

Figure 73: Others: Protein Bar Market Forecast: Sales Value (in Million US\$),  
2024-2032

Figure 74: Middle East and Africa: Protein Bar Market: Sales Value (in Million US\$),

2018 & 2023

Figure 75: Middle East and Africa: Protein Bar Market: Breakup by Country (in %), 2023

Figure 76: Middle East and Africa: Protein Bar Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Global: Protein Bar Industry: SWOT Analysis

Figure 78: Global: Protein Bar Industry: Value Chain Analysis

Figure 79: Global: Protein Bar Industry: Porter's Five Forces Analysis

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