

Asia Pacific Cereal Bar Market (2019-2025)

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Abstracts

The Asia Pacific Cereal Bar Market would witness market growth of 6.32% CAGR during the forecast period (2019–2025).

Over the years, cereal bars made of granola and muesli has observed strong growth due to their taste, dietary value, and functionality. Cereal bars infused with organic ingredients, such as dried fruits, are expected to increase demand during the forecast period.

The Asia Pacific accounted for the biggest share of the cereal bar market. Consumers in emerging economies are becoming progressively conscious of the advantages of cereal bar consumption. Expansion in food product distribution networks is also expected to increase the market over the forecast period. The increase in customer expenditure capacity in the region is anticipated to favorably impact growth. For the previous two decades, cereal bar raw materials including corn and rice have evolved commercially with the effective community agreeing mostly that products from the aforementioned raw materials are secure for consumption.

Based on Product Type, the market is segmented into Snack Bars, Energy & Nutrition Bars and Others. Based on Distribution Channel, the market is segmented into Hypermarket & Supermarket, Food Specialty Stores, Convenience Stores and Others. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include The Hain Celestial Group, Inc., Nestle S.A., General Mills, Inc., Kellogg Company, Clif Bar & Company, McKee Foods Corporation, Mars, Inc., Freedom Foods Group Limited and The Simply Good Foods Company.

Scope of the Study

Market Segmentation:

By Product Type

Snack Bars

Energy and Nutrition Bars

Others

By Distribution Channel

Hypermarket & Supermarket

Food Specialty Stores

Convenience Stores

Others

By Country

China

Japan

India

South Korea

Singapore

Australia

Rest of Asia Pacific

Companies Profiled

The Hain Celestial Group, Inc.

Nestle S.A.

General Mills, Inc.

Kellogg Company

Clif Bar & Company

McKee Foods Corporation

Mars, Inc.

Freedom Foods Group Limited

The Simply Good Foods Company

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