

# Europe Cereal Bar Market (2019-2025)

<https://marketpublishers.com/r/E4D66AB560CEN.html>

Date: July 2019

Pages: 77

Price: US\$ 1,500.00 (Single User License)

ID: E4D66AB560CEN

## Abstracts

The Europe Cereal Bar Market would witness market growth of 5.98% CAGR during the forecast period (2019–2025).

The growing snacking habits and busy lifestyles of customers are transforming the traditional breakfast into a more on-the-go eating alternative, opening the door to accelerated opportunities for innovation in the cereal bar industry.

Changing lifestyles, growing numbers of health-conscious people and increasing disposable incomes are further fueling the development of the cereal bar market. Nowadays, individuals are more worried about the nutritional value of the food they eat; cereal bars create the ideal snack items for individuals who want healthy, ready-to-eat food. Cereal bars are usually purchased through grocery wholesalers, retail outlets and foodservice suppliers. An expanding number of shops help to stimulate the cereal bar market.

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 Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

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

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

## 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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