

# Latin America, Middle East & Africa Cereal Bar Market (2019-2025)

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## Abstracts

The Latin America, Middle East and Africa Cereal Bar Market would witness market growth of 6.84% CAGR during the forecast period (2019–2025).

Beyond breakfast, dietary and cereal bars have achieved widespread popularity among adults. Bars are an easy way for customers to stop eating three meals a day at fixed moments and begin eating larger portions of food all day long, whether on the go or at home. Product designers also need to consider the increasingly health-conscious consumer's fresh dietary requirements.

The increasing popularity of cereal bars among sportsmen and young adults is another emerging driver that is anticipated to increase market growth over the forecast period. Athletes need healthy snacking to perform, and they are needed to eat a meal regularly throughout the day. Cereal bars are high in fiber and help in appetite suppression, improved digestive health, and weight management. The demand for these products is, therefore, gaining traction among the sportsmen.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

### 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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