

North America Cereal Bar Market (2019-2025)

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Abstracts

The North America Cereal Bar Market would witness market growth of 6.02% CAGR during the forecast period (2019–2025).

The emerging awareness of health, wellness, and changing lifestyles is the main driver of growth for this market. Urbanization and consumerism led to this transition, leading to a rapid increase in the consumption of artificial and synthetic food products. People are now more concerned and watchful about their health and fitness and pay more attention to the nutritional content of the food they consume, which in turn stimulates demand for cereal bars around the globe.

Edible adhesives are used to hold the cereal bar shape intact. It is a sort of convenient snack containing slowly digested fiber and starch, giving the person energy for a prolonged period. Athletes prefer cereal bar because it is an outstanding source of energy. Cereal bar includes potassium, phosphorous, iron and low cholesterol. Since cereal bars have enormous dietary values such as fiber and proteins, it is commonly used by customers. There is widening popularity and demand for cereal bars, particularly among sportspeople; as these bars assist to suppress appetite and maintain weight, which is very crucial for athletes.

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 U.S., Mexico, Canada, and Rest of North America.

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

US

Canada

Mexico

Rest of North America

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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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Cereal Bar Market, by Product Type
 - 1.4.2 North America Cereal Bar Market, by Distribution Channel
 - 1.4.3 North America Cereal Bar Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. NORTH AMERICA CEREAL BAR MARKET BY PRODUCT TYPE

- 3.1 North America Snack Bars Market by Country
- 3.2 North America Energy & Nutrition Bars Market by Country
- 3.3 North America Other Bars Market by Country

CHAPTER 4. NORTH AMERICA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL

- 4.1 North America Hypermarket & Supermarket Market by Country
- 4.2 North America Food Specialty Stores Market by Country
- 4.3 North America Convenience Stores Market by Country
- 4.4 North America Others Market by Country

CHAPTER 5. NORTH AMERICA CEREAL BAR MARKET BY COUNTRY

- 5.1 USA Cereal Bar Market
 - 5.1.1 USA Cereal Bar Market by Product Type

- 5.1.2 USA Cereal Bar Market by Distribution Channel
- 5.2 Canada Cereal Bar Market
 - 5.2.1 Canada Cereal Bar Market by Product Type
 - 5.2.2 Canada Cereal Bar Market by Distribution Channel
- 5.3 Mexico Cereal Bar Market
 - 5.3.1 Mexico Cereal Bar Market by Product Type
 - 5.3.2 Mexico Cereal Bar Market by Distribution Channel
- 5.4 Rest of North America Cereal Bar Market
 - 5.4.1 Rest of North America Cereal Bar Market by Product Type
 - 5.4.2 Rest of North America Cereal Bar Market by Distribution Channel

CHAPTER 6. COMPANY PROFILES

- 6.1 The Hain Celestial Group, Inc.
 - 6.1.1 Company overview
 - 6.1.1 Financial Analysis
 - 6.1.2 Regional Analysis
 - 6.1.3 Research & Development Expense
 - 6.1.4 Recent strategies and developments:
 - 6.1.4.1 Collaborations, partnerships and agreements:
 - 6.1.4.2 Acquisition and mergers:
- 6.2 Nestle S.A.
 - 6.2.1 Company Overview
 - 6.2.2 Financial Analysis
 - 6.2.3 Segmental and Regional Analysis
 - 6.2.4 Research& Development Expense
 - 6.2.5 Recent strategies and developments:
 - 6.2.5.1 Collaborations, partnerships and agreements:
- 6.3 General Mills, Inc.
 - 6.3.1 Company Overview
 - 6.3.2 Financial Analysis
 - 6.3.3 Segmental and Regional Analysis
 - 6.3.4 Research & Development Expense
 - 6.3.5 Recent strategies and developments:
 - 6.3.5.1 Product launches:
- 6.4 Kellogg Company
 - 6.4.1 Company Overview
 - 6.4.2 Financial Analysis
 - 6.4.3 Segmental and Regional Analysis

- 6.4.4 Research & Development Expense
- 6.4.5 Recent strategies and developments:
 - 6.4.5.1 Acquisition and mergers:
 - 6.4.5.2 Product launches:
- 6.5 Clif Bar & Company
 - 6.5.1 Company Overview
 - 6.5.2 Recent strategies and developments:
 - 6.5.2.1 Product launches:
- 6.6 McKee Foods Corporation
 - 6.6.1 Company Overview
 - 6.6.2 Recent strategies and developments:
 - 6.6.2.1 Acquisition and mergers:
- 6.7 Kind LLC
 - 6.7.1 Company Overview
 - 6.7.2 Recent strategies and developments:
 - 6.7.2.1 Collaborations, partnerships and agreements:
 - 6.7.2.2 Product launches:
- 6.8 Mars, Inc.
 - 6.8.1 Company Overview
 - 6.8.2 Recent strategies and developments:
 - 6.8.2.1 Collaborations, partnerships and agreements:
 - 6.8.2.2 Acquisition and mergers:
- 6.9 Freedom Foods Group Limited
 - 6.9.1 Company overview
 - 6.9.2 Financial Analysis
 - 6.9.3 Segmental Analysis
- 6.1 The Simply Good Foods Company (Atkins Nutritionals, Inc.)
 - 6.10.1 Company Overview
 - 6.10.2 Financial Analysis
 - 6.10.3 Regional Analysis
 - 6.10.4 Research & Development Expense
 - 6.10.5 Recent strategies and developments:
 - 6.10.5.1 Acquisition and mergers:
 - 6.10.5.2 Expansions:

List Of Tables

LIST OF TABLES

TABLE 1 NORTH AMERICA CEREAL BAR MARKET, 2015 - 2018, USD MILLION

TABLE 2 NORTH AMERICA CEREAL BAR MARKET, 2019 - 2025, USD MILLION

TABLE 3 NORTH AMERICA CEREAL BAR MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 4 NORTH AMERICA CEREAL BAR MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 5 NORTH AMERICA SNACK BARS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 6 NORTH AMERICA SNACK BARS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 7 NORTH AMERICA ENERGY & NUTRITION BARS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 8 NORTH AMERICA ENERGY & NUTRITION BARS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 9 NORTH AMERICA OTHER BARS MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 10 NORTH AMERICA OTHER BARS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 11 NORTH AMERICA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 12 NORTH AMERICA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 13 NORTH AMERICA HYPERMARKET & SUPERMARKET MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 14 NORTH AMERICA HYPERMARKET & SUPERMARKET MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 15 NORTH AMERICA FOOD SPECIALTY STORES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 16 NORTH AMERICA FOOD SPECIALTY STORES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 17 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 18 NORTH AMERICA CONVENIENCE STORES MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 19 NORTH AMERICA OTHERS MARKET BY COUNTRY, 2015 - 2018, USD

MILLION

TABLE 20 NORTH AMERICA OTHERS MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 21 NORTH AMERICA CEREAL BAR MARKET BY COUNTRY, 2015 - 2018, USD MILLION

TABLE 22 NORTH AMERICA CEREAL BAR MARKET BY COUNTRY, 2019 - 2025, USD MILLION

TABLE 23 USA CEREAL BAR MARKET, 2015 - 2018, USD MILLION

TABLE 24 USA CEREAL BAR MARKET, 2019 - 2025, USD MILLION

TABLE 25 USA CEREAL BAR MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 26 USA CEREAL BAR MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 27 USA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 28 USA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 29 CANADA CEREAL BAR MARKET, 2015 - 2018, USD MILLION

TABLE 30 CANADA CEREAL BAR MARKET, 2019 - 2025, USD MILLION

TABLE 31 CANADA CEREAL BAR MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 32 CANADA CEREAL BAR MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 33 CANADA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 34 CANADA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 35 MEXICO CEREAL BAR MARKET, 2015 - 2018, USD MILLION

TABLE 36 MEXICO CEREAL BAR MARKET, 2019 - 2025, USD MILLION

TABLE 37 MEXICO CEREAL BAR MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 38 MEXICO CEREAL BAR MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 39 MEXICO CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 40 MEXICO CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 41 REST OF NORTH AMERICA CEREAL BAR MARKET, 2015 - 2018, USD MILLION

TABLE 42 REST OF NORTH AMERICA CEREAL BAR MARKET, 2019 - 2025, USD MILLION

TABLE 43 REST OF NORTH AMERICA CEREAL BAR MARKET BY PRODUCT TYPE, 2015 - 2018, USD MILLION

TABLE 44 REST OF NORTH AMERICA CEREAL BAR MARKET BY PRODUCT TYPE, 2019 - 2025, USD MILLION

TABLE 45 REST OF NORTH AMERICA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2015 - 2018, USD MILLION

TABLE 46 REST OF NORTH AMERICA CEREAL BAR MARKET BY DISTRIBUTION CHANNEL, 2019 - 2025, USD MILLION

TABLE 47 KEY INFORMATION – THE HAIN CELESTIAL GROUP, INC.

TABLE 48 KEY INFORMATION – NESTLE S.A.

TABLE 49 KEY INFORMATION – GENERAL MILLS, INC.

TABLE 50 KEY INFORMATION – KELLOGG COMPANY

TABLE 51 KEY INFORMATION – CLIF BAR & COMPANY

TABLE 52 KEY INFORMATION – MCKEE FOODS CORPORATION

TABLE 54 KEY INFORMATION – MARS, INC.

TABLE 55 KEY INFORMATION – FREEDOM FOODS GROUP LIMITED

TABLE 56 KEY INFORMATION – THE SIMPLY GOOD FOODS COMPANY

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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