

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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