

# Nutrition bar Market - Forecasts from 2019 to 2024

<https://marketpublishers.com/r/NC98484FEFB5EN.html>

Date: September 2019

Pages: 103

Price: US\$ 3,950.00 (Single User License)

ID: NC98484FEFB5EN

## Abstracts

Nutrition bar market is projected to grow at a CAGR of 5.60% during the forecast period, reaching the total market size of US\$7,414.185 million in 2024 from US\$5,347.435 million in 2018. Nutrition Bar refers to protein or energy bars which have high protein content and include other nutrients as well. The changing lifestyle along with rapid urbanization is expected to be a key driver for the nutrition bars market. The low availability of time owing to a hectic work schedule is a reason for changing lifestyle and eating habits. In addition, the inclination towards sports along with the budding sports industry is anticipated to fuel the market for nutrition bars in the upcoming years. Moreover, the rising number of obesity cases along with the growing consumption of health supplement is estimated to push the market for nutrition bars further. The market has been segmented on the basis of type, nature, packaging, distribution channel and geography. In the type segment, protein bar segment is expected to hold a significant share in the market during the forecast period owing to the increasing awareness regarding protein needs of the body along with other benefits associated with protein. Geographically, Asia Pacific region is projected to grow at a substantial rate on account of the rapid urbanization along with rising disposable income in countries like India and China. Further, changing lifestyles and inclination towards fitness is also anticipated to be a contributing factor for the growth of nutrition bars in the Asia Pacific region.

## DRIVERS

Rising health consciousness

Changing lifestyle and eating habits.

## RESTRAINT

Presence of alternatives.

## INDUSTRY UPDATE

In January 2018, The Nature's Bounty Co. acquired The Best Bar Ever with an aim to expand its nutrition bars portfolio to its sports and nutrition products.

cts.

In April 2017, Cyto Sport Inc. launched new line of protein bars.

The major players profiled in the nutrition bar market include Abbott Nutrition, Hormel Foods Corporation, Quest Nutrition, Mars, General Mills Inc., Caveman Foods, Atkins Nutritional Inc., Kellogg NA Co., Gatorade (PepsiCo).

## Segmentation

The nutrition bar market has been analyzed through the following segments:

### By Product

Protein Bar

Energy Bar

### By Nature

Conventional

Organic

### By Packaging

Wrapper

Boxes

### By Distribution Channel

Online

Offline

### By Geography

**North America**

USA

Canada

Mexico

**South America**

Brazil

Argentina

Others

**Europe**

Germany

France

United Kingdom

Spain

Others

**Middle East and Africa**

Saudi Arabia

Israel

Others

**Asia Pacific**

China

Japan

South Korea

India

Others

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Market Definition
- 1.3. Scope of the Study
- 1.4. Currency
- 1.5. Assumptions
- 1.6. Base, and Forecast Years Timeline

### **2. RESEARCH METHODOLOGY**

- 2.1. Research Design
- 2.2. Secondary Sources

### **3. EXECUTIVE SUMMARY**

### **4. MARKET DYNAMICS**

- 4.1. Market Segmentation
- 4.2. Market Drivers
- 4.3. Market Restraints
- 4.4. Market Opportunities
- 4.5. Porter's Five Forces Analysis
  - 4.5.1. Bargaining Power of Suppliers
  - 4.5.2. Bargaining Power of Buyers
  - 4.5.3. Threat of New Entrants
  - 4.5.4. Threat of Substitutes
  - 4.5.5. Competitive Rivalry in the Industry
- 4.6. Life Cycle Analysis - Regional Snapshot
- 4.7. Market Attractiveness

### **5. NUTRITION BAR MARKET BY PRODUCT**

- 5.1. Protein Bar
- 5.2. Energy Bar

### **6. NUTRITION BAR MARKET BY NATURE**

6.1. Conventional

6.2. Organic

## **7. NUTRITION BAR MARKET BY PACKAGING**

7.1. Wrappers

7.2. Boxes

## **8. NUTRITION BAR MARKET BY DISTRIBUTION CHANNEL**

8.1. Online

8.2. Offline

## **9. NUTRITION BAR MARKET BY GEOGRAPHY**

9.1. North America

9.1.1. USA

9.1.2. Canada

9.1.3. Mexico

9.2. South America

9.2.1. Brazil

9.2.2. Argentina

9.2.3. Others

9.3. Europe

9.3.1. Germany

9.3.2. France

9.3.3. United Kingdom

9.3.4. Spain

9.3.5. Others

9.4. Middle East and Africa

9.4.1. Saudi Arabia

9.4.2. Israel

9.4.3. Others

9.5. Asia Pacific

9.5.1. China

9.5.2. Japan

9.5.3. South Korea

9.5.4. India

9.5.5. Others

## **10. COMPETITIVE INTELLIGENCE**

10.1. Market Positioning Matrix and Ranking

10.2. Recent Investments and Deals

10.3. Strategies of Key Players

## **11. COMPANY PROFILES**

11.1. Abbott Nutrition

11.3. Hormel Foods Corporation

11.4. Quest Nutrition

11.5. Mars

11.6. General Mills Inc.

11.7. Caveman Foods

11.8. Atkins Nutritional Inc.

11.9. Kellogg NA Co.

11.10. Gatorade (PepsiCo)



## I would like to order

Product name: Nutrition bar Market - Forecasts from 2019 to 2024

Product link: <https://marketpublishers.com/r/NC98484FEFB5EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/NC98484FEFB5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970