

2018-2023 Global Nutritional Bar Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Nutritional Bar market for 2018-2023.

Nutritional bars are targeted to people who primarily want a convenient source of protein that doesn't require preparation.

There are different kinds of food bars to fill different purposes. Energy bars provide the majority of their food energy (calories) in carbohydrate form. Meal replacement bars are intended to replace the variety of nutrients in a meal. Protein bars are usually lower in carbs, lower in vitamins and dietary minerals than meal replacement bars, and significantly higher in protein than either. Protein bars are mainly used by athletes or exercise enthusiasts for muscle building.

Over the next five years, LPI(LP Information) projects that Nutritional Bar will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Nutritional Bar market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Protein Bars

Meal-Replacement Bars

Snacks Bars

Whole Food Bars

Others

Segmentation by application:

Children

Adults

Athlete

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Atkins Nutritionals

Clif Bar & Company

General Mills

Kellogg

Kashi Company

Quaker Oats

Mars Incorporated

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Nutritional Bar consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Nutritional Bar market by identifying its various subsegments.

Focuses on the key global Nutritional Bar manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Nutritional Bar with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Nutritional Bar submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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