

# 2018-2023 Global Pro-diet Bar Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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

Pro-diet bars are protein bars that contain high proportion of protein. Health and wellness market are witnessing high demand for these bars, owing to increase in awareness towards health & wellness among consumers. A wide range of nutrition bars are available to cater to the increasing consumer needs, among which pro-diet bar is one of the highly demanded nutrition bars. Pro-diet bars have increased acceptance among the consumers driven by its nutritional attributes. It has less carbohydrates, vitamins, and minerals, but high protein content, which serves best for consumers who are on protein diet, sportspersons, and gym enthusiasts.

Over the next five years, LPI(LP Information) projects that Pro-diet 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 Pro-diet 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:

Whey Isolate

Soya

Pea Flour

Milk Isolate

Casein

Soy Crisps

Others

Segmentation by application:

Retail Stores

Supermarkets

E-retailers

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:

Naturell

Xterra Nutrition

Nestle (PowerBar)

Coca-Cola (Odwalla)

General Mills

Kelloggs

Promax Nutrition

Nutrisystem

Mars, Incorporated

Atkins Nutritionals, Inc.

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 Pro-diet 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 Pro-diet Bar market by identifying its various subsegments.

Focuses on the key global Pro-diet 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 Pro-diet 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 Pro-diet 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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