

2018-2023 Global Protein Bars 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 Protein Bars market for 2018-2023.

Protein bars are targeted to people who primarily want a convenient source of protein that doesn't require preparation (unless homemade). 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.

In 2017, the global Protein Bar consumption market is led by USA and USA is the largest region consumption market, accounting for about 60.14% of global consumption of Protein Bar.

Protein Bar downstream is wide and recently Protein Bar has acquired increasing significance in various fields of Bodybuilders, Pro/Amateur Athletes and others.

Globally, the Protein Bar market is mainly driven by growing demand for Bodybuilders and Pro/Amateur Athletes. Bodybuilders and Pro/Amateur Athletes accounts for nearly 87.22% of total downstream consumption of Protein Bar in global.

Protein Bar can be mainly divided into Low Protein, Medium Protein and High Protein which Medium Protein captures about 49.03% of Protein Bar market in 2017. According to our research and analysis, manufacturers from USA are the major leaders in the international market of Protein Bar.

Global market is expected to witness significant growth on account of rising applications, so in the next few years, Protein Bar consumption will show a trend of steady growth. In 2024 the consumption value of Protein Bar is estimated to be 1966.21 million USD. On product prices, the slow downward trend in recent years will maintain in the future.

Protein Bar is still in its early development stage, there is huge development space and market to explore. Investing in this industry is feasible and wise choice.

Over the next five years, LPI(LP Information) projects that Protein Bars will register a 6.3% CAGR in terms of revenue, reach US\$ 1760 million by 2023, from US\$ 1220 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Protein Bars 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:

Low Protein

Medium Protein

High Protein

Segmentation by application:

Bodybuilders

Pro/Amateur Athletes

Others

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:

Clif Bar & Company

Eastman

General Mills

The Balance Bar

Chicago Bar Company

Abbott Nutrition

The Kellogg Company

MARS

Hormel Foods

Atkins Nutritionals

NuGo Nutrition

Prinsen Berning

VSI

Atlantic Gruppa

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 Protein Bars 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 Protein Bars market by identifying its various subsegments.

Focuses on the key global Protein Bars 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 Protein Bars 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 Protein Bars 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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