

# 2018-2023 Global Protein Bars 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 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.

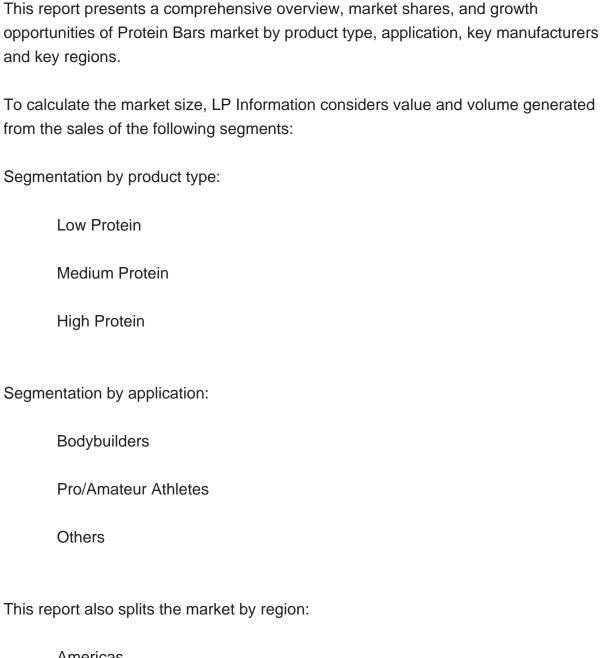
Protein Bar can be mainly divided into Low Protein, Medium Protein and High Protein which Medium Protein captures about 49.03% of Protein Bar market in 2017. According to our research and analysis, manufacturers from USA are the major leaders in the international market of Protein Bar.

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.



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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