

# Global Meal-replacement Bars Market Growth 2024-2030

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## Abstracts

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According to our LPI (LP Information) latest study, the global Meal-replacement Bars market size was valued at US\$ 2382 million in 2023. With growing demand in downstream market, the Meal-replacement Bars is forecast to a readjusted size of US\$ 2972.9 million by 2030 with a CAGR of 3.2% during review period.

The research report highlights the growth potential of the global Meal-replacement Bars market. Meal-replacement Bars are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Meal-replacement Bars. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Meal-replacement Bars market.

Meal replacement bars, also known as energy bars, nutrition bars, and protein bars, are bar-shaped or long-shaped meal replacement foods that contain various nutrients such as carbohydrates and vitamins. They have the characteristics of low calories and strong satiety. The calorie content is generally lower than the ordinary diet (generally containing 200 and 300 calories), most products have high protein and other nutritional value, whether it is to replenish energy during fitness, or as a nutritional meal replacement during weight loss, or as a daily meal Snacks are more convenient choices.

Global Meal Replacement Bars key vendors include BE-KIND (Kind LLC), Kellogg, etc. Global top two manufacturers hold a share over 40%.

North America is the largest market, with a share about 44%, it is followed by Europe, which has about 34% of the total share.

In terms of product, Nuts is the largest segment, with a share over 55%. And in terms of distribution channel, the largest is Online Sales, followed by Offline Sales.

Key Features:

The report on Meal-replacement Bars market reflects various aspects and provide valuable insights into the industry.

**Market Size and Growth:** The research report provide an overview of the current size and growth of the Meal-replacement Bars market. It may include historical data, market segmentation by Type (e.g., Gluten-Free Protein Bars, Vegetarian Protein Bars), and regional breakdowns.

**Market Drivers and Challenges:** The report can identify and analyse the factors driving the growth of the Meal-replacement Bars market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

**Competitive Landscape:** The research report provides analysis of the competitive landscape within the Meal-replacement Bars market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

**Technological Developments:** The research report can delve into the latest technological developments in the Meal-replacement Bars industry. This include advancements in Meal-replacement Bars technology, Meal-replacement Bars new entrants, Meal-replacement Bars new investment, and other innovations that are shaping the future of Meal-replacement Bars.

**Downstream Procumbent Preference:** The report can shed light on customer procumbent behaviour and adoption trends in the Meal-replacement Bars market. It includes factors influencing customer ' purchasing decisions, preferences for Meal-replacement Bars product.

**Government Policies and Incentives:** The research report analyse the impact of government policies and incentives on the Meal-replacement Bars market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Meal-replacement Bars market. The report also evaluates the effectiveness of these policies in driving market growth.

**Environmental Impact and Sustainability:** The research report assess the environmental impact and sustainability aspects of the Meal-replacement Bars market.

**Market Forecasts and Future Outlook:** Based on the analysis conducted, the research report provide market forecasts and outlook for the Meal-replacement Bars industry. This includes projections of market size, growth rates, regional trends, and predictions on technological advancements and policy developments.

**Recommendations and Opportunities:** The report conclude with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Meal-replacement Bars market.

**Market Segmentation:**

Meal-replacement Bars market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

**Segmentation by type**

Gluten-Free Protein Bars

Vegetarian Protein Bars

Others

**Segmentation by application**

Online Sales

Offline Sales

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Abbott Nutrition

Herbalife

Kellogg

Nestle

General Mills

SlimFast

Glanbia

GlaxoSmithKline

Nature's Bounty

Nutiva

Onnit Labs

Orgain

Ultimate Superfoods

ThinkThin, LLC

Simply Good Foods

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Meal-replacement Bars market?

What factors are driving Meal-replacement Bars market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Meal-replacement Bars market opportunities vary by end market size?

How does Meal-replacement Bars break out type, application?

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
  - 2.1.1 Global Meal-replacement Bars Annual Sales 2019-2030
  - 2.1.2 World Current & Future Analysis for Meal-replacement Bars by Geographic Region, 2019, 2023 & 2030
  - 2.1.3 World Current & Future Analysis for Meal-replacement Bars by Country/Region, 2019, 2023 & 2030
- 2.2 Meal-replacement Bars Segment by Type
  - 2.2.1 Gluten-Free Protein Bars
  - 2.2.2 Vegetarian Protein Bars
  - 2.2.3 Others
- 2.3 Meal-replacement Bars Sales by Type
  - 2.3.1 Global Meal-replacement Bars Sales Market Share by Type (2019-2024)
  - 2.3.2 Global Meal-replacement Bars Revenue and Market Share by Type (2019-2024)
  - 2.3.3 Global Meal-replacement Bars Sale Price by Type (2019-2024)
- 2.4 Meal-replacement Bars Segment by Application
  - 2.4.1 Online Sales
  - 2.4.2 Offline Sales
- 2.5 Meal-replacement Bars Sales by Application
  - 2.5.1 Global Meal-replacement Bars Sale Market Share by Application (2019-2024)
  - 2.5.2 Global Meal-replacement Bars Revenue and Market Share by Application (2019-2024)
  - 2.5.3 Global Meal-replacement Bars Sale Price by Application (2019-2024)

### 3 GLOBAL MEAL-REPLACEMENT BARS BY COMPANY

- 3.1 Global Meal-replacement Bars Breakdown Data by Company
  - 3.1.1 Global Meal-replacement Bars Annual Sales by Company (2019-2024)
  - 3.1.2 Global Meal-replacement Bars Sales Market Share by Company (2019-2024)
- 3.2 Global Meal-replacement Bars Annual Revenue by Company (2019-2024)
  - 3.2.1 Global Meal-replacement Bars Revenue by Company (2019-2024)
  - 3.2.2 Global Meal-replacement Bars Revenue Market Share by Company (2019-2024)
- 3.3 Global Meal-replacement Bars Sale Price by Company
- 3.4 Key Manufacturers Meal-replacement Bars Producing Area Distribution, Sales Area, Product Type
  - 3.4.1 Key Manufacturers Meal-replacement Bars Product Location Distribution
  - 3.4.2 Players Meal-replacement Bars Products Offered
- 3.5 Market Concentration Rate Analysis
  - 3.5.1 Competition Landscape Analysis
  - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

## **4 WORLD HISTORIC REVIEW FOR MEAL-REPLACEMENT BARS BY GEOGRAPHIC REGION**

- 4.1 World Historic Meal-replacement Bars Market Size by Geographic Region (2019-2024)
  - 4.1.1 Global Meal-replacement Bars Annual Sales by Geographic Region (2019-2024)
  - 4.1.2 Global Meal-replacement Bars Annual Revenue by Geographic Region (2019-2024)
- 4.2 World Historic Meal-replacement Bars Market Size by Country/Region (2019-2024)
  - 4.2.1 Global Meal-replacement Bars Annual Sales by Country/Region (2019-2024)
  - 4.2.2 Global Meal-replacement Bars Annual Revenue by Country/Region (2019-2024)
- 4.3 Americas Meal-replacement Bars Sales Growth
- 4.4 APAC Meal-replacement Bars Sales Growth
- 4.5 Europe Meal-replacement Bars Sales Growth
- 4.6 Middle East & Africa Meal-replacement Bars Sales Growth

## **5 AMERICAS**

- 5.1 Americas Meal-replacement Bars Sales by Country
  - 5.1.1 Americas Meal-replacement Bars Sales by Country (2019-2024)
  - 5.1.2 Americas Meal-replacement Bars Revenue by Country (2019-2024)



- 5.2 Americas Meal-replacement Bars Sales by Type
- 5.3 Americas Meal-replacement Bars Sales by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

## **6 APAC**

- 6.1 APAC Meal-replacement Bars Sales by Region
  - 6.1.1 APAC Meal-replacement Bars Sales by Region (2019-2024)
  - 6.1.2 APAC Meal-replacement Bars Revenue by Region (2019-2024)
- 6.2 APAC Meal-replacement Bars Sales by Type
- 6.3 APAC Meal-replacement Bars Sales by Application
- 6.4 China
- 6.5 Japan
- 6.6 South Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 China Taiwan

## **7 EUROPE**

- 7.1 Europe Meal-replacement Bars by Country
  - 7.1.1 Europe Meal-replacement Bars Sales by Country (2019-2024)
  - 7.1.2 Europe Meal-replacement Bars Revenue by Country (2019-2024)
- 7.2 Europe Meal-replacement Bars Sales by Type
- 7.3 Europe Meal-replacement Bars Sales by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa Meal-replacement Bars by Country
  - 8.1.1 Middle East & Africa Meal-replacement Bars Sales by Country (2019-2024)

- 8.1.2 Middle East & Africa Meal-replacement Bars Revenue by Country (2019-2024)
- 8.2 Middle East & Africa Meal-replacement Bars Sales by Type
- 8.3 Middle East & Africa Meal-replacement Bars Sales by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

## **10 MANUFACTURING COST STRUCTURE ANALYSIS**

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Meal-replacement Bars
- 10.3 Manufacturing Process Analysis of Meal-replacement Bars
- 10.4 Industry Chain Structure of Meal-replacement Bars

## **11 MARKETING, DISTRIBUTORS AND CUSTOMER**

- 11.1 Sales Channel
  - 11.1.1 Direct Channels
  - 11.1.2 Indirect Channels
- 11.2 Meal-replacement Bars Distributors
- 11.3 Meal-replacement Bars Customer

## **12 WORLD FORECAST REVIEW FOR MEAL-REPLACEMENT BARS BY GEOGRAPHIC REGION**

- 12.1 Global Meal-replacement Bars Market Size Forecast by Region
  - 12.1.1 Global Meal-replacement Bars Forecast by Region (2025-2030)
  - 12.1.2 Global Meal-replacement Bars Annual Revenue Forecast by Region (2025-2030)
- 12.2 Americas Forecast by Country
- 12.3 APAC Forecast by Region

- 12.4 Europe Forecast by Country
- 12.5 Middle East & Africa Forecast by Country
- 12.6 Global Meal-replacement Bars Forecast by Type
- 12.7 Global Meal-replacement Bars Forecast by Application

## **13 KEY PLAYERS ANALYSIS**

### 13.1 Abbott Nutrition

- 13.1.1 Abbott Nutrition Company Information
- 13.1.2 Abbott Nutrition Meal-replacement Bars Product Portfolios and Specifications
- 13.1.3 Abbott Nutrition Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.1.4 Abbott Nutrition Main Business Overview
- 13.1.5 Abbott Nutrition Latest Developments

### 13.2 Herbalife

- 13.2.1 Herbalife Company Information
- 13.2.2 Herbalife Meal-replacement Bars Product Portfolios and Specifications
- 13.2.3 Herbalife Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.2.4 Herbalife Main Business Overview
- 13.2.5 Herbalife Latest Developments

### 13.3 Kellogg

- 13.3.1 Kellogg Company Information
- 13.3.2 Kellogg Meal-replacement Bars Product Portfolios and Specifications
- 13.3.3 Kellogg Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.3.4 Kellogg Main Business Overview
- 13.3.5 Kellogg Latest Developments

### 13.4 Nestle

- 13.4.1 Nestle Company Information
- 13.4.2 Nestle Meal-replacement Bars Product Portfolios and Specifications
- 13.4.3 Nestle Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.4.4 Nestle Main Business Overview
- 13.4.5 Nestle Latest Developments

### 13.5 General Mills

- 13.5.1 General Mills Company Information
- 13.5.2 General Mills Meal-replacement Bars Product Portfolios and Specifications
- 13.5.3 General Mills Meal-replacement Bars Sales, Revenue, Price and Gross Margin

(2019-2024)

13.5.4 General Mills Main Business Overview

13.5.5 General Mills Latest Developments

13.6 SlimFast

13.6.1 SlimFast Company Information

13.6.2 SlimFast Meal-replacement Bars Product Portfolios and Specifications

13.6.3 SlimFast Meal-replacement Bars Sales, Revenue, Price and Gross Margin

(2019-2024)

13.6.4 SlimFast Main Business Overview

13.6.5 SlimFast Latest Developments

13.7 Glanbia

13.7.1 Glanbia Company Information

13.7.2 Glanbia Meal-replacement Bars Product Portfolios and Specifications

13.7.3 Glanbia Meal-replacement Bars Sales, Revenue, Price and Gross Margin

(2019-2024)

13.7.4 Glanbia Main Business Overview

13.7.5 Glanbia Latest Developments

13.8 GlaxoSmithKline

13.8.1 GlaxoSmithKline Company Information

13.8.2 GlaxoSmithKline Meal-replacement Bars Product Portfolios and Specifications

13.8.3 GlaxoSmithKline Meal-replacement Bars Sales, Revenue, Price and Gross

Margin (2019-2024)

13.8.4 GlaxoSmithKline Main Business Overview

13.8.5 GlaxoSmithKline Latest Developments

13.9 Nature's Bounty

13.9.1 Nature's Bounty Company Information

13.9.2 Nature's Bounty Meal-replacement Bars Product Portfolios and Specifications

13.9.3 Nature's Bounty Meal-replacement Bars Sales, Revenue, Price and Gross

Margin (2019-2024)

13.9.4 Nature's Bounty Main Business Overview

13.9.5 Nature's Bounty Latest Developments

13.10 Nutiva

13.10.1 Nutiva Company Information

13.10.2 Nutiva Meal-replacement Bars Product Portfolios and Specifications

13.10.3 Nutiva Meal-replacement Bars Sales, Revenue, Price and Gross Margin

(2019-2024)

13.10.4 Nutiva Main Business Overview

13.10.5 Nutiva Latest Developments

13.11 Onnit Labs

- 13.11.1 Onnit Labs Company Information
- 13.11.2 Onnit Labs Meal-replacement Bars Product Portfolios and Specifications
- 13.11.3 Onnit Labs Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
- 13.11.4 Onnit Labs Main Business Overview
- 13.11.5 Onnit Labs Latest Developments
- 13.12 Orgain
  - 13.12.1 Orgain Company Information
  - 13.12.2 Orgain Meal-replacement Bars Product Portfolios and Specifications
  - 13.12.3 Orgain Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.12.4 Orgain Main Business Overview
  - 13.12.5 Orgain Latest Developments
- 13.13 Ultimate Superfoods
  - 13.13.1 Ultimate Superfoods Company Information
  - 13.13.2 Ultimate Superfoods Meal-replacement Bars Product Portfolios and Specifications
  - 13.13.3 Ultimate Superfoods Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.13.4 Ultimate Superfoods Main Business Overview
  - 13.13.5 Ultimate Superfoods Latest Developments
- 13.14 ThinkThin, LLC
  - 13.14.1 ThinkThin, LLC Company Information
  - 13.14.2 ThinkThin, LLC Meal-replacement Bars Product Portfolios and Specifications
  - 13.14.3 ThinkThin, LLC Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.14.4 ThinkThin, LLC Main Business Overview
  - 13.14.5 ThinkThin, LLC Latest Developments
- 13.15 Simply Good Foods
  - 13.15.1 Simply Good Foods Company Information
  - 13.15.2 Simply Good Foods Meal-replacement Bars Product Portfolios and Specifications
  - 13.15.3 Simply Good Foods Meal-replacement Bars Sales, Revenue, Price and Gross Margin (2019-2024)
  - 13.15.4 Simply Good Foods Main Business Overview
  - 13.15.5 Simply Good Foods Latest Developments

## **14 RESEARCH FINDINGS AND CONCLUSION**



## List Of Tables

### LIST OF TABLES

Table 1. Meal-replacement Bars Annual Sales CAGR by Geographic Region (2019, 2023 & 2030) & (\$ millions)

Table 2. Meal-replacement Bars Annual Sales CAGR by Country/Region (2019, 2023 & 2030) & (\$ millions)

Table 3. Major Players of Gluten-Free Protein Bars

Table 4. Major Players of Vegetarian Protein Bars

Table 5. Major Players of Others

Table 6. Global Meal-replacement Bars Sales by Type (2019-2024) & (MT)

Table 7. Global Meal-replacement Bars Sales Market Share by Type (2019-2024)

Table 8. Global Meal-replacement Bars Revenue by Type (2019-2024) & (\$ million)

Table 9. Global Meal-replacement Bars Revenue Market Share by Type (2019-2024)

Table 10. Global Meal-replacement Bars Sale Price by Type (2019-2024) & (USD/MT)

Table 11. Global Meal-replacement Bars Sales by Application (2019-2024) & (MT)

Table 12. Global Meal-replacement Bars Sales Market Share by Application (2019-2024)

Table 13. Global Meal-replacement Bars Revenue by Application (2019-2024)

Table 14. Global Meal-replacement Bars Revenue Market Share by Application (2019-2024)

Table 15. Global Meal-replacement Bars Sale Price by Application (2019-2024) & (USD/MT)

Table 16. Global Meal-replacement Bars Sales by Company (2019-2024) & (MT)

Table 17. Global Meal-replacement Bars Sales Market Share by Company (2019-2024)

Table 18. Global Meal-replacement Bars Revenue by Company (2019-2024) (\$ Millions)

Table 19. Global Meal-replacement Bars Revenue Market Share by Company (2019-2024)

Table 20. Global Meal-replacement Bars Sale Price by Company (2019-2024) & (USD/MT)

Table 21. Key Manufacturers Meal-replacement Bars Producing Area Distribution and Sales Area

Table 22. Players Meal-replacement Bars Products Offered

Table 23. Meal-replacement Bars Concentration Ratio (CR3, CR5 and CR10) & (2019-2024)

Table 24. New Products and Potential Entrants

Table 25. Mergers & Acquisitions, Expansion

Table 26. Global Meal-replacement Bars Sales by Geographic Region (2019-2024) &



(MT)

Table 27. Global Meal-replacement Bars Sales Market Share Geographic Region (2019-2024)

Table 28. Global Meal-replacement Bars Revenue by Geographic Region (2019-2024) & (\$ millions)

Table 29. Global Meal-replacement Bars Revenue Market Share by Geographic Region (2019-2024)

Table 30. Global Meal-replacement Bars Sales by Country/Region (2019-2024) & (MT)

Table 31. Global Meal-replacement Bars Sales Market Share by Country/Region (2019-2024)

Table 32. Global Meal-replacement Bars Revenue by Country/Region (2019-2024) & (\$ millions)

Table 33. Global Meal-replacement Bars Revenue Market Share by Country/Region (2019-2024)

Table 34. Americas Meal-replacement Bars Sales by Country (2019-2024) & (MT)

Table 35. Americas Meal-replacement Bars Sales Market Share by Country (2019-2024)

Table 36. Americas Meal-replacement Bars Revenue by Country (2019-2024) & (\$ Millions)

Table 37. Americas Meal-replacement Bars Revenue Market Share by Country (2019-2024)

Table 38. Americas Meal-replacement Bars Sales by Type (2019-2024) & (MT)

Table 39. Americas Meal-replacement Bars Sales by Application (2019-2024) & (MT)

Table 40. APAC Meal-replacement Bars Sales by Region (2019-2024) & (MT)

Table 41. APAC Meal-replacement Bars Sales Market Share by Region (2019-2024)

Table 42. APAC Meal-replacement Bars Revenue by Region (2019-2024) & (\$ Millions)

Table 43. APAC Meal-replacement Bars Revenue Market Share by Region (2019-2024)

Table 44. APAC Meal-replacement Bars Sales by Type (2019-2024) & (MT)

Table 45. APAC Meal-replacement Bars Sales by Application (2019-2024) & (MT)

Table 46. Europe Meal-replacement Bars Sales by Country (2019-2024) & (MT)

Table 47. Europe Meal-replacement Bars Sales Market Share by Country (2019-2024)

Table 48. Europe Meal-replacement Bars Revenue by Country (2019-2024) & (\$ Millions)

Table 49. Europe Meal-replacement Bars Revenue Market Share by Country (2019-2024)

Table 50. Europe Meal-replacement Bars Sales by Type (2019-2024) & (MT)

Table 51. Europe Meal-replacement Bars Sales by Application (2019-2024) & (MT)

Table 52. Middle East & Africa Meal-replacement Bars Sales by Country (2019-2024) & (MT)



Table 53. Middle East & Africa Meal-replacement Bars Sales Market Share by Country (2019-2024)

Table 54. Middle East & Africa Meal-replacement Bars Revenue by Country (2019-2024) & (\$ Millions)

Table 55. Middle East & Africa Meal-replacement Bars Revenue Market Share by Country (2019-2024)

Table 56. Middle East & Africa Meal-replacement Bars Sales by Type (2019-2024) & (MT)

Table 57. Middle East & Africa Meal-replacement Bars Sales by Application (2019-2024) & (MT)

Table 58. Key Market Drivers & Growth Opportunities of Meal-replacement Bars

Table 59. Key Market Challenges & Risks of Meal-replacement Bars

Table 60. Key Industry Trends of Meal-replacement Bars

Table 61. Meal-replacement Bars Raw Material

Table 62. Key Suppliers of Raw Materials

Table 63. Meal-replacement Bars Distributors List

Table 64. Meal-replacement Bars Customer List

Table 65. Global Meal-replacement Bars Sales Forecast by Region (2025-2030) & (MT)

Table 66. Global Meal-replacement Bars Revenue Forecast by Region (2025-2030) & (\$ millions)

Table 67. Americas Meal-replacement Bars Sales Forecast by Country (2025-2030) & (MT)

Table 68. Americas Meal-replacement Bars Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 69. APAC Meal-replacement Bars Sales Forecast by Region (2025-2030) & (MT)

Table 70. APAC Meal-replacement Bars Revenue Forecast by Region (2025-2030) & (\$ millions)

Table 71. Europe Meal-replacement Bars Sales Forecast by Country (2025-2030) & (MT)

Table 72. Europe Meal-replacement Bars Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 73. Middle East & Africa Meal-replacement Bars Sales Forecast by Country (2025-2030) & (MT)

Table 74. Middle East & Africa Meal-replacement Bars Revenue Forecast by Country (2025-2030) & (\$ millions)

Table 75. Global Meal-replacement Bars Sales Forecast by Type (2025-2030) & (MT)

Table 76. Global Meal-replacement Bars Revenue Forecast by Type (2025-2030) & (\$ Millions)

Table 77. Global Meal-replacement Bars Sales Forecast by Application (2025-2030) &

(MT)

Table 78. Global Meal-replacement Bars Revenue Forecast by Application (2025-2030) & (\$ Millions)

Table 79. Abbott Nutrition Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 80. Abbott Nutrition Meal-replacement Bars Product Portfolios and Specifications

Table 81. Abbott Nutrition Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 82. Abbott Nutrition Main Business

Table 83. Abbott Nutrition Latest Developments

Table 84. Herbalife Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 85. Herbalife Meal-replacement Bars Product Portfolios and Specifications

Table 86. Herbalife Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 87. Herbalife Main Business

Table 88. Herbalife Latest Developments

Table 89. Kellogg Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 90. Kellogg Meal-replacement Bars Product Portfolios and Specifications

Table 91. Kellogg Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 92. Kellogg Main Business

Table 93. Kellogg Latest Developments

Table 94. Nestle Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 95. Nestle Meal-replacement Bars Product Portfolios and Specifications

Table 96. Nestle Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 97. Nestle Main Business

Table 98. Nestle Latest Developments

Table 99. General Mills Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 100. General Mills Meal-replacement Bars Product Portfolios and Specifications

Table 101. General Mills Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 102. General Mills Main Business

Table 103. General Mills Latest Developments

Table 104. SlimFast Basic Information, Meal-replacement Bars Manufacturing Base,

## Sales Area and Its Competitors

Table 105. SlimFast Meal-replacement Bars Product Portfolios and Specifications

Table 106. SlimFast Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 107. SlimFast Main Business

Table 108. SlimFast Latest Developments

Table 109. Glanbia Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 110. Glanbia Meal-replacement Bars Product Portfolios and Specifications

Table 111. Glanbia Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 112. Glanbia Main Business

Table 113. Glanbia Latest Developments

Table 114. GlaxoSmithKline Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 115. GlaxoSmithKline Meal-replacement Bars Product Portfolios and Specifications

Table 116. GlaxoSmithKline Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 117. GlaxoSmithKline Main Business

Table 118. GlaxoSmithKline Latest Developments

Table 119. Nature's Bounty Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 120. Nature's Bounty Meal-replacement Bars Product Portfolios and Specifications

Table 121. Nature's Bounty Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 122. Nature's Bounty Main Business

Table 123. Nature's Bounty Latest Developments

Table 124. Nutiva Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 125. Nutiva Meal-replacement Bars Product Portfolios and Specifications

Table 126. Nutiva Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 127. Nutiva Main Business

Table 128. Nutiva Latest Developments

Table 129. Onnit Labs Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 130. Onnit Labs Meal-replacement Bars Product Portfolios and Specifications

Table 131. Onnit Labs Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 132. Onnit Labs Main Business

Table 133. Onnit Labs Latest Developments

Table 134. Orgain Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 135. Orgain Meal-replacement Bars Product Portfolios and Specifications

Table 136. Orgain Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 137. Orgain Main Business

Table 138. Orgain Latest Developments

Table 139. Ultimate Superfoods Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 140. Ultimate Superfoods Meal-replacement Bars Product Portfolios and Specifications

Table 141. Ultimate Superfoods Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 142. Ultimate Superfoods Main Business

Table 143. Ultimate Superfoods Latest Developments

Table 144. ThinkThin, LLC Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 145. ThinkThin, LLC Meal-replacement Bars Product Portfolios and Specifications

Table 146. ThinkThin, LLC Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 147. ThinkThin, LLC Main Business

Table 148. ThinkThin, LLC Latest Developments

Table 149. Simply Good Foods Basic Information, Meal-replacement Bars Manufacturing Base, Sales Area and Its Competitors

Table 150. Simply Good Foods Meal-replacement Bars Product Portfolios and Specifications

Table 151. Simply Good Foods Meal-replacement Bars Sales (MT), Revenue (\$ Million), Price (USD/MT) and Gross Margin (2019-2024)

Table 152. Simply Good Foods Main Business

Table 153. Simply Good Foods Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Picture of Meal-replacement Bars
- Figure 2. Meal-replacement Bars Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Meal-replacement Bars Sales Growth Rate 2019-2030 (MT)
- Figure 7. Global Meal-replacement Bars Revenue Growth Rate 2019-2030 (\$ Millions)
- Figure 8. Meal-replacement Bars Sales by Region (2019, 2023 & 2030) & (\$ Millions)
- Figure 9. Product Picture of Gluten-Free Protein Bars
- Figure 10. Product Picture of Vegetarian Protein Bars
- Figure 11. Product Picture of Others
- Figure 12. Global Meal-replacement Bars Sales Market Share by Type in 2023
- Figure 13. Global Meal-replacement Bars Revenue Market Share by Type (2019-2024)
- Figure 14. Meal-replacement Bars Consumed in Online Sales
- Figure 15. Global Meal-replacement Bars Market: Online Sales (2019-2024) & (MT)
- Figure 16. Meal-replacement Bars Consumed in Offline Sales
- Figure 17. Global Meal-replacement Bars Market: Offline Sales (2019-2024) & (MT)
- Figure 18. Global Meal-replacement Bars Sales Market Share by Application (2023)
- Figure 19. Global Meal-replacement Bars Revenue Market Share by Application in 2023
- Figure 20. Meal-replacement Bars Sales Market by Company in 2023 (MT)
- Figure 21. Global Meal-replacement Bars Sales Market Share by Company in 2023
- Figure 22. Meal-replacement Bars Revenue Market by Company in 2023 (\$ Million)
- Figure 23. Global Meal-replacement Bars Revenue Market Share by Company in 2023
- Figure 24. Global Meal-replacement Bars Sales Market Share by Geographic Region (2019-2024)
- Figure 25. Global Meal-replacement Bars Revenue Market Share by Geographic Region in 2023
- Figure 26. Americas Meal-replacement Bars Sales 2019-2024 (MT)
- Figure 27. Americas Meal-replacement Bars Revenue 2019-2024 (\$ Millions)
- Figure 28. APAC Meal-replacement Bars Sales 2019-2024 (MT)
- Figure 29. APAC Meal-replacement Bars Revenue 2019-2024 (\$ Millions)
- Figure 30. Europe Meal-replacement Bars Sales 2019-2024 (MT)
- Figure 31. Europe Meal-replacement Bars Revenue 2019-2024 (\$ Millions)
- Figure 32. Middle East & Africa Meal-replacement Bars Sales 2019-2024 (MT)
- Figure 33. Middle East & Africa Meal-replacement Bars Revenue 2019-2024 (\$ Millions)



- Figure 34. Americas Meal-replacement Bars Sales Market Share by Country in 2023
- Figure 35. Americas Meal-replacement Bars Revenue Market Share by Country in 2023
- Figure 36. Americas Meal-replacement Bars Sales Market Share by Type (2019-2024)
- Figure 37. Americas Meal-replacement Bars Sales Market Share by Application (2019-2024)
- Figure 38. United States Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 39. Canada Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 40. Mexico Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 41. Brazil Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 42. APAC Meal-replacement Bars Sales Market Share by Region in 2023
- Figure 43. APAC Meal-replacement Bars Revenue Market Share by Regions in 2023
- Figure 44. APAC Meal-replacement Bars Sales Market Share by Type (2019-2024)
- Figure 45. APAC Meal-replacement Bars Sales Market Share by Application (2019-2024)
- Figure 46. China Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 47. Japan Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 48. South Korea Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 49. Southeast Asia Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 50. India Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 51. Australia Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 52. China Taiwan Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 53. Europe Meal-replacement Bars Sales Market Share by Country in 2023
- Figure 54. Europe Meal-replacement Bars Revenue Market Share by Country in 2023
- Figure 55. Europe Meal-replacement Bars Sales Market Share by Type (2019-2024)
- Figure 56. Europe Meal-replacement Bars Sales Market Share by Application (2019-2024)
- Figure 57. Germany Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 58. France Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 59. UK Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 60. Italy Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 61. Russia Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)
- Figure 62. Middle East & Africa Meal-replacement Bars Sales Market Share by Country in 2023
- Figure 63. Middle East & Africa Meal-replacement Bars Revenue Market Share by Country in 2023
- Figure 64. Middle East & Africa Meal-replacement Bars Sales Market Share by Type

(2019-2024)

Figure 65. Middle East & Africa Meal-replacement Bars Sales Market Share by Application (2019-2024)

Figure 66. Egypt Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)

Figure 67. South Africa Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)

Figure 68. Israel Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)

Figure 69. Turkey Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)

Figure 70. GCC Country Meal-replacement Bars Revenue Growth 2019-2024 (\$ Millions)

Figure 71. Manufacturing Cost Structure Analysis of Meal-replacement Bars in 2023

Figure 72. Manufacturing Process Analysis of Meal-replacement Bars

Figure 73. Industry Chain Structure of Meal-replacement Bars

Figure 74. Channels of Distribution

Figure 75. Global Meal-replacement Bars Sales Market Forecast by Region (2025-2030)

Figure 76. Global Meal-replacement Bars Revenue Market Share Forecast by Region (2025-2030)

Figure 77. Global Meal-replacement Bars Sales Market Share Forecast by Type (2025-2030)

Figure 78. Global Meal-replacement Bars Revenue Market Share Forecast by Type (2025-2030)

Figure 79. Global Meal-replacement Bars Sales Market Share Forecast by Application (2025-2030)

Figure 80. Global Meal-replacement Bars Revenue Market Share Forecast by Application (2025-2030)

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